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APRIL 1958





FLOW RACK™ INCREASES PROFITS FOR THESE WAREHOUSE OPERATORS

An efficient system for moving goods from receiving through storage to shipping is a necessity. But it is only part of a profitable warehouse operation. Today, your modern warehouse should include new Rapiatan Flow Rack live storage conveyor, to increase order selection rates and to improve your use of available storage space. Flow Rack also gives you several other important benefits that will improve profit in any warehouse operation.

Flow Rack multiplies storage capacity by making effective use of "air rights". Using the skyscraper principle—that air space costs less than floor space—Flow Rack lets you deck merchandise neatly and efficiently to a practical height, yet keeps goods on conveyor wheels, ready to move.

Flow Rack increases speed of order selection by positioning a large variety of merchandise in a short linear distance. Your order pickers will make their selections faster, from a shorter line, by eliminating time wasted in walking and searching among scattered piles of merchandise.

Flow Rack reduces order selection errors. Each storage hatch in the rack can be clearly marked to



A LEADING NATIONAL greeting card manufacturer uses this Rapiatan Flow Rack to warehouse a fast-changing inventory of many card styles. Since installing Flow Rack, the same volume of orders is handled in half as many man-hours. Walking time by order pickers has been reduced to one-sixth its previous level.



USING RAPIATAN FLOW RACK to warehouse women's handbags, a leading west-coast manufacturer has saved 20 man-hours a day in order selection. A single style and color is stored in each rack opening. A line of Rapiatan gravity wheel conveyor speeds orders from the selection rack to the packing room.

identify the merchandise it holds. Each item is "order-positioned" for quick removal.

Flow Rack provides "first-in-first-out" inventory control, since what goes into the rack first automatically comes out first. This can mean additional savings when handling seasonal or perishable goods.

Flow Rack reduces damage to goods. When cases are piled one atop another, the bottom cases quite often get crushed, or battered by floor trucks. When neatly placed in a Rapiatan Flow Rack, merchandise is protected on all sides.

Rapiatan Flow Rack, particularly when used in conjunction with gravity and power belt conveyors (and lift trucks as well), can bring new profit-building efficiency to your storage and order selection operations.

For detailed information and specific ideas on how Flow Rack can cut costs for you, call your local Rapiatan representative, or write us direct. We will send you interesting literature showing use of

Flow Rack in actual warehousing operations.



THIS LARGE MIDWESTERN meat packing and frozen food distributor modernized warehousing operations with four Rapiatan Flow Racks like this. A gain of approximately 15% in worker efficiency has been achieved. Walking distance for an order picker is reduced to less than 10 ft.



You've got the world on a latchstring



"Doorstep" service from anywhere
in the U. S.—Another bonus you get
with the new **Pan Am Profit Lift**

If your town has a highway or airport, *you can ship overseas by Pan Am.*

Just call PAA, your cargo agent, forwarder or local airline.
Pan Am does the rest!

"Doorstep" service from shipper to consignee is just one of the five big "extras" you get with the new Pan Am Profit Lift.

Together, they add up to the most comprehensive service ever offered by ANY overseas cargo carrier:

FASTEST DELIVERY to all the world. No other airline can match Pan Am's number of *direct* flights to and from all 6 continents.

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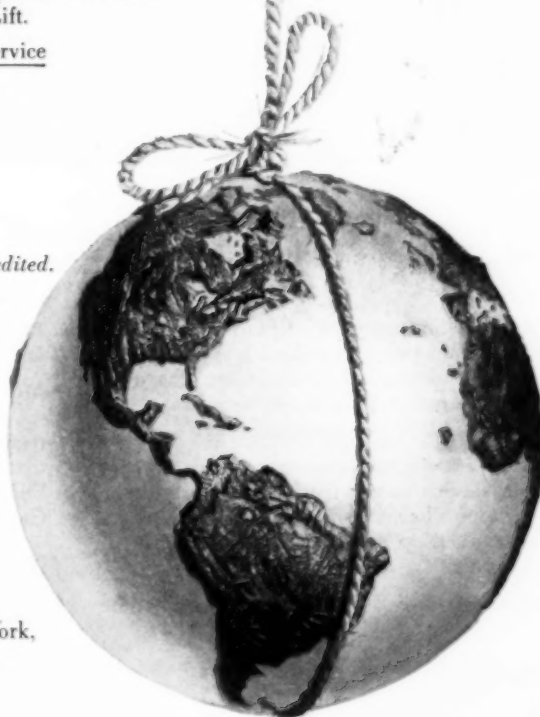
MOST EXPERIENCED air cargo carrier. Pan Am handles 71% more overseas cargo than any other airline. You get *expert* service all the way!

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Only the Pan Am Profit Lift gives you—and your customers—service like this.

Yet when you ship via Pan Am Clipper Cargo, you pay the *minimum* prescribed rates.

Let Pan Am put the world on your doorstep.
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Cost surveys made at a number of plants reveal that ELPAR electric trucks cost one-third less to operate and maintain than comparable gas models. Based on 2,000 hours of operation, this means an average saving of more than \$1,200 per truck per year.

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DISTRIBUTION AGE

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April 1958

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The Chicago River, Chicago

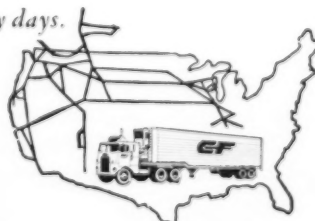
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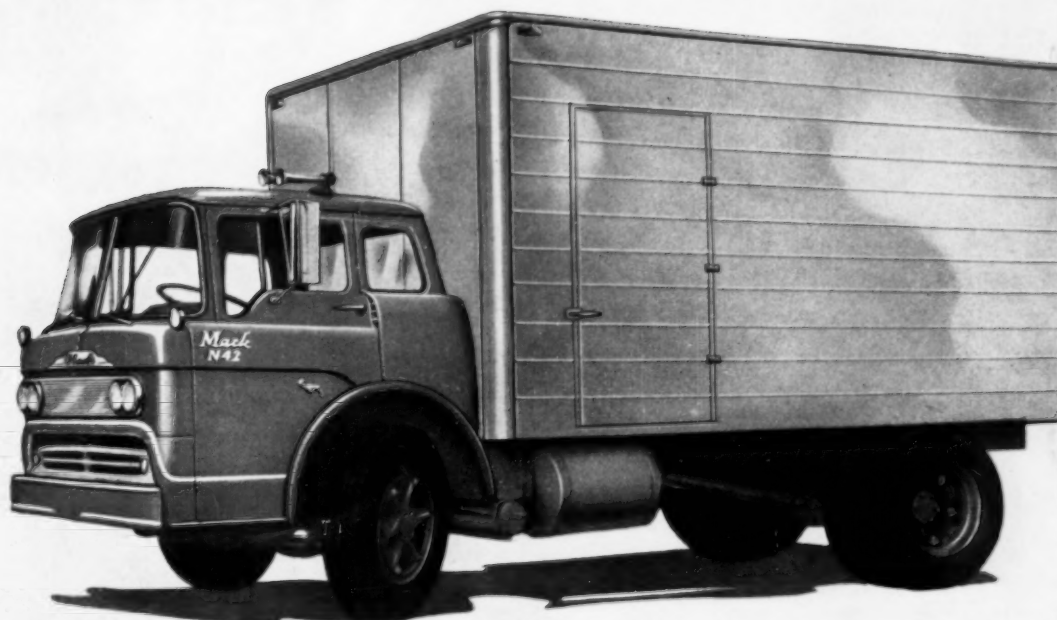
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- Mack Air Shift with effortless lever throws in conventional shifting pattern
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- Panoramic, wrap-around 3606-square inch windshield
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The sooner these handsome, compact, efficient new Macks swing into action for you, the sooner you'll start to realize their tremendous profit-potential . . . their bonus cargo capacity . . . their swift mobility in congested

areas . . . their strength, stamina and dependability. They're Macks from the word "Go!" Check your Mack branch or distributor. Mack Trucks, Inc., Plainfield, New Jersey. In Canada: Mack Trucks of Canada, Ltd.

MACK first name for **TRUCKS**

Circle No. 3 on Card, Facing Page 51, for more information

5946

Gallo wine



MORE BOTTLES IN SAME WAREHOUSE! Filled wine bottles get a smooth, high lift on Yale K51W Trucks. Full use of air rights boosts warehouse capacity for Gallo—8,000 more bottles!

boosts production, slashes handling costs with

YALE K51W ELECTRIC TRUCKS

speeds empties in—speeds cases out!

Gallo's winery at Modesto, Calif. is one of the nation's largest. Here, 32 different types of wines are produced, bottled and shipped. With production steadily increasing, Gallo management faced a common problem: outmoded, obsolete equipment—unable to handle soaring output. For a solution, Gallo called in Yale engineers. Together, they came up with a new handling system that has produced amazing results.

Today, a fleet of new, heavy-duty Yale K51W Electric Trucks unloads thousands of empty bottles a day—feeds them to 6 non-stop bottling lines. Every day these same trucks stack hundreds of full cases in warehouses and load them onto trucks and rail for shipment. Result: fast-cycle operations—big savings in storage space—handling costs at an all time low! Here's why:

Yale K51W is fast! Travels up to 6½ m.p.h. Lifts full 50 ft. a minute.

Yale K51W is short! Only 68¼" from front face of forks. Compactness makes fast maneuvering easy, lets you trim warehouse aisles for extra storage space.

Yale K51W is safe! Excellent operator visibility. Maximum stability. Dead-man control.

Yale K51W is easy to drive! Full forward visibility. Special inching control. Exclusive Yale magnetic Cam-O-Tactor for controlled acceleration. High-capacity battery for 8-hour operation without recharging.

Learn how *you* can cut handling costs with the 3,000-4,000 lb. capacity Yale K51W Electric Truck or, send for information on any of the broad line of Yale Industrial Lift Trucks—Gasoline, Electric, LP-Gas, *Worksavers*, *Warehousers*, *Hand Trucks*. Wide range of capacities. Write The Yale & Towne Mfg. Co., Philadelphia 15, Pa., Dept. A-24.



THIS IS MANEUVERABILITY! Short Yale K51W works at top speed in aisles less than 10 feet wide. 15° tilt-back improves maneuverability and speeds up operation.



FAST SHUTTLE! Yale K51W unloads this trailer truck in only 12 trips. Takes empties directly to bottling lines to meet tight production schedules.

YALE*

*REG. U. S. PAT. OFF.

YALE & TOWNE

INDUSTRIAL LIFT TRUCKS AND HOISTS

GASOLINE, ELECTRIC, DIESEL & LP-GAS INDUSTRIAL LIFT TRUCKS • WORKSAVERS
WAREHOUSERS • HAND TRUCKS • HAND AND ELECTRIC HOISTS

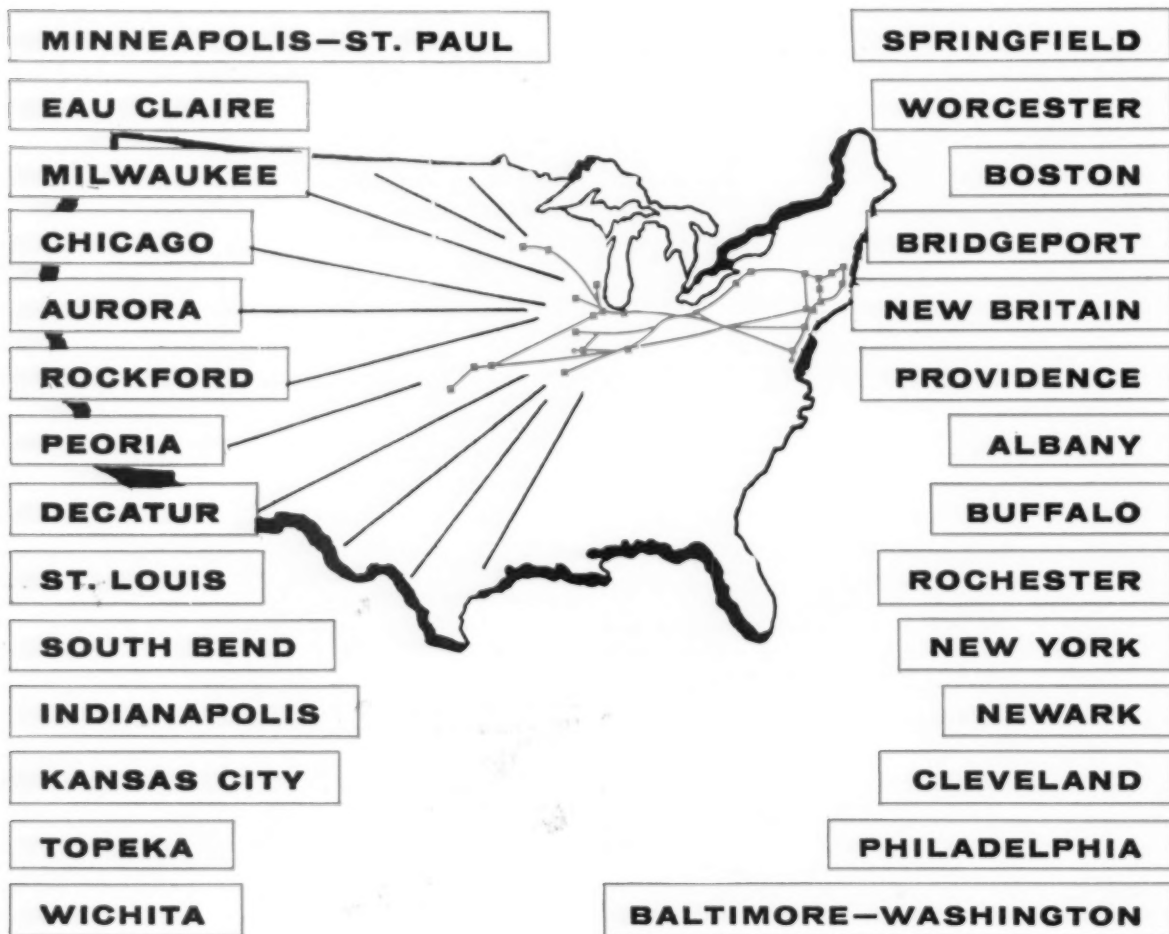
YALE MATERIALS HANDLING DIVISION, THE YALE & TOWNE MANUFACTURING CO. MANUFACTURING PLANTS: PHILADELPHIA, PA.; SAN LEANDRO, CALIF.; FORREST CITY, ARK.

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SPECTOR ***MID-STATES***

daily dependable **DIRECT SERVICE**

between the important industrial and commercial markets of America



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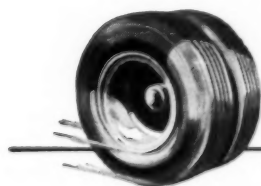


Portrait of an American who isn't served by Trucks

You don't see anyone on this canvas because actually there isn't anyone in this broad land of ours who *isn't* served by trucks.

Trucks keep the shopping center stocked with merchandise of all kinds . . . take the farmer's livestock, milk and crops to market . . . feed raw materials and parts to the manufacturing plant and move out finished products . . . provide goods and services for everybody's business.

Yes, the housewife, the farmer, the manufacturer, the businessman—YOU—everybody in America needs and benefits from the services of the motor truck.



THE WHEELS THAT GO EVERYWHERE

AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D. C.



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FAST FASHION SERVICE"**



—T. C. HOPE
General Traffic Manager
Montgomery Ward, Chicago

"Our distribution center for mail order fashions is in Chicago. Yet we give overnight delivery in key cities coast to coast, thanks to the speed of United Air Freight. But speed alone isn't the whole story. The personal attention we get from United is equally important to us. Their dependability, too. United delivers on time."

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"THIS CUSTOMER has made her selection in our Oakland, Calif., catalog department. Her order is promptly relayed to us in Chicago. We have regular reserved air freight space with United—so it's just a matter of making the plane."



"JERRY MILLS, United's account executive, sees that the individual shipment is received and loaded with hundreds of others aboard United's fast DC-6A. The dress is in Oakland the next day. Just like having a flying warehouse!"

UNITED AIR FREIGHT RATES ARE LOW

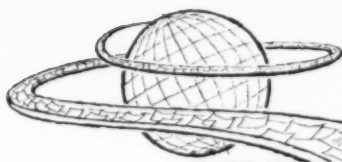
per 100 pounds*

| | |
|---------------------------------------|---------|
| CHICAGO to PHILADELPHIA | \$ 7.70 |
| SALT LAKE CITY to DETROIT | 16.20 |
| DENVER to NEW YORK | 17.70 |
| SAN FRANCISCO to SOUTH BEND | 21.05 |
| AKRON to SEATTLE | 22.20 |

*These are the rates for many commodities. They are often lower for larger shipments. Rates shown are for information only, are subject to change, and do not include the 3% federal tax on domestic shipments.

LOW RATES are only part of the story of Air Freight's advantage. Even more saving is reflected in reduced inventory, economical packaging and insurance. United speed and 80-market service offer you distinct competitive advantages.

IT COSTS NO MORE FOR EXTRA DEPENDABILITY—ON UNITED, THE RADAR LINE



CHUTING THE

NEWS

Traffic Clubs to Compete During Transportation Week

A series of contests for traffic and transportation clubs marking National Transportation Week, May 11-17, was announced recently by Frank L. O'Neill, president, the Associated Traffic Clubs of America.

Awards will be made to clubs doing the best over-all promotion job of National Transportation Week. First place, second place, and honorable mention awards will be made to clubs in each of three population categories.

Judges will be Lief Gilstad, first vice president, TAA; Lester Dorr, executive secretary, NITL; Col. Frank Crary, executive vice president NDTA; and Edward Margolin, assistant to the U. S. under-secretary of commerce for transportation.

—DA—

A decade of transportation progress will be previewed by ten transportation specialists at the Syracuse Transportation Conference and the Salzberg Memorial Lecture. The panel will be held at Syracuse University on April 21.

—DA—

Store Traffic League to Meet

The Annual Meeting of The Chain Store Traffic League will be held May 6-9 at the Radisson Hotel, Minneapolis, Minn. The theme of this year's meeting is "What can we do to improve the deteriorating railroad situation as it pertains to merchandise or LCL traffic?"

SIPMHE Establishes Regional Chapter Arrangement; National Achievement Award Competition Opens

The establishment of a regional arrangement of chapters and the opening of the group's annual competition have been announced by officers of the Soc. of Industrial Packaging and Materials Handling Engineers.

John Mount, president of SIPMHE, has announced the creation of the following regions: Eastern, East Central, West Central, and Western. Each region will be represented in the national organization by a member of the Board of Directors.

Directors named, to date, are K. V. Moulton, of General Electric Corp., East Central Region; E. C. Griepenkerl, Davison Chemical Di-

vision, W. R. Grace Co., Eastern; and James E. Kirk, Kimberly-Clark Corp., West Central.

C. J. Zusi, of Chicago, chairman of the subcommittee on the National Achievement Award, has announced the competition for SIPMHE members. It will close in August, 60 days before the Packaging and Materials Handling Exposition, Short Course, and Competition, October 13-16.

Cash prizes will be awarded for the three best papers telling of some actual development in which the author played a responsible part. The projects must be in packaging, materials handling, or a combination of both.

—DA—

The Spring Meeting of the Fibre Box Association will be held at the Edgewater Beach Hotel, Chicago, on April 22 and 23.

—DA—

EITL Plans Meeting

Three railroad executives will be guests of honor at the Semi-Annual Luncheon of the Eastern Industrial Traffic League, Inc. They are S. B. Dewees, general freight agent, Western Maryland Railway; D. J. Moynihan, manager freight sales and service, Pennsylvania Railroad; and A. B. Callo-way, district freight agent, Baltimore and Ohio Railroad. The Luncheon will be held April 24 in the Lord Baltimore Hotel, Baltimore.

—DA—

The Transportation Committee of the Toledo Area Chamber of Commerce will hold its Perfect Shipping Roundup at 7 p.m. April 8 in the Doermann Theater, University of Toledo, Toledo, Ohio.

—DA—

Faricy Retires from AAR

William T. Faricy retired recently as Board chairman and chief executive officer of the Association of American Railroads. With the retirement, Daniel P. Loomis, AAR president, added to his duties those performed by Faricy. Loomis was elected to the presidency last July.

(Please Turn Page)

Chuting the News . . .

(Continued from Preceding Page)

NITL, ICC, TAA and Water Carriers Present Views on Railroad Situation Before Senate Subcommittee

The National Industrial Traffic League, the ICC, the Transportation Assn. of America and the Inland Waterways Common Carriers Assn. testified at recent hearings of the Surface Transportation Subcommittee of the Senate Committee on Interstate and Foreign Commerce.

Harry O. Mathews represented the National Industrial Traffic League. He is the chairman of its Legislative Committee. He called for revision of the National Transportation Policy and reported League support for the "shall-nots," which would give railroads authority to meet competition without restraint if their rates cover costs. On common ownership of separate modes of transport, the League believes that judicial interpretation will permit the acquisition of motor carriers by railroads. It opposes a change in the definition of private carriage but urges repeal of the excise taxes on public transport. It also opposes creation of a cabinet position of Secretary of Transportation.

The ICC, represented by Chairman Howard G. Freas, supported tax relief, government assistance in financing, and a broad study of subsidies as steps to aid the railroads. On the other hand, the Commission opposed railroad requests that the rate making provisions of the Interstate Commerce Act be revised.

George P. Baker spoke for the Transportation Assn. of America. He is the TAA president. Asserting that unprofitable railroad services are one of the biggest drags on operations, Baker urged that the ICC be given the power, on appeal from adverse orders of state commissions, or when state bodies fail to act in 120 days, to authorize discontinuance of any rail service that burdens interstate commerce. The TAA supports excise repeal, amendment of the Interstate Commerce Act to permit the ICC to consider economies and improvements when acting on consolidations, and outlawing of "subterfuges" to avoid reg-

ulation under the "guise of private carriage."

The water carriers were represented by seven officials. These carriers are against proposals for the imposing of user charges on waterways and the enactment of legislation to permit the "shall-nots." They supported proposals to relieve railroads from performance of unprofitable services, more restrictions for private carriage, and proposals to repeal excise taxes.

Western MH Conference, Show Scheduled May 8 in Los Angeles

Plans are complete for the 1958 Western Material Handling Conference and Show to be held in Los Angeles on May 8 and 9.

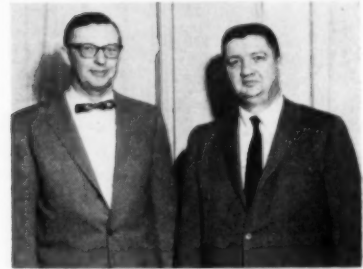
The theme of the conference—"Down-to-earth practical approaches"—is being adapted to cover a broad range of MH and related operations.

Registration requests should be directed to the American Material Handling Society, Los Angeles Chapter, 2807 Sunset Blvd., Los Angeles 26.

Sheldon K. Towson Dies

Memorial services were held on March 31 at Cleveland Heights, Ohio, for Sheldon K. Towson, president of The Elwell-Parker Electric Co., who died recently. Mr. Towson was the first president of The Material Handling Institute, Inc., and has served for many years on the MHI Board of Directors.

New Officers



Arland R. Walkley, Manning, Maxwell & Moore, Inc., Muskegon, Mich. (right) recently was re-elected president of the Hoist Manufacturers Assn., Inc. and Milton L. Aitken, Robbins & Myers, Inc., Springfield, Ohio (left) was named vice president. Other officers re-elected at the annual meeting of the Association last month are: Directors—Carl O. Hedner, Yale & Towne Mfg. Co.; William C. Miles, American Engineering Co., and William S. Armington, The Euclid Crane & Hoist Co. Joe H. Peritz was re-appointed executive secretary and treasurer.

ICC Delays Dates for Filing Freight Increase Statements

The Interstate Commerce Commission has postponed the dates for the filing of verified statements on the proposed increase in railroad freight rates, Ex Parte No. 212. Statements will be received as follows: In support, March 25 to April 21; in opposition, April 22 to June 9; and in rebuttal, May 6 to July 12. The Commission also fixed May 19, July 7 and August 4, respectively for hearings on the above statements.

The 26th Spring Meeting of the National Paperboard Association will be held at the Santa Barbara Biltmore Hotel, Santa Barbara, Calif., on May 20-21.

Michigan Traffic Conference

The Fifth Annual Michigan Traffic and Transportation Conference will be held at Kellogg Center, Michigan State University on May 7 and 8. The Conference is co-sponsored by the Michigan Industrial Traffic League.

New Officers of Traffic Club of Syracuse



Above are the new officers of The Traffic Club of Syracuse installed at a recent meeting. Left to right are: Donald K. Gilpin, Hall's Express Service, Inc., corresponding secretary and treasurer; Walter Crockett, General Electric Co., president; James V. McMahon, Syracuse Chamber of Commerce, secretary; Kenneth Beehner, Norwalk Truck Lines, first vice-president; Edwin C. Weaver, Carrier Corp., second vice-president

Safety School Opens



Weekly courses to promote safer, more efficient operation of industrial trucks in Philadelphia plants began last month at the city's Naval Aviation Supply Depot. The training sessions are offered annually to materials handling engineers, supervisors, safety engineers and truck operating personnel in the Delaware Valley area. The Safety Council of the Chamber of Commerce of Greater Philadelphia provides the courses, which continue for eight weeks

AMA's 27th National Packaging Exposition and Conference to Open in New York on May 26

The transition of packaging from trial-and-error to science will be shown in the 27th National Packaging Exposition and Conference to be held in New York beginning May 26.

The American Management Assn.-sponsored Exposition will be held at the Coliseum. It will run through May 30. The Conference, to be held at the Hotel Statler, will end May 28.

Nearly 400 firms will display the latest machinery, materials, containers, and services at the exposition. More than 40,000 executives are expected to attend.

The scientific approach also will be emphasized in the conference program. More than a thousand specialists in packaging, shipping, traffic management, materials handling, and merchandising are expected to attend the meeting. They will hear complete case studies of cost reduction programs in three different industries.

—DA—

Palmer Succeeds DeGroote

John B. Palmer, general freight agent, Texas and Pacific Railway Co., has succeeded Raymond P. DeGroote as secretary of The Associated Traffic Clubs of America. DeGroote resigned the ATC position after leaving the employ of the Luckenbach Steamship Co., Inc. He left this position to become assistant to the chairman of the Great Lakes Overseas Freight Conferences.

—DA—

TOC Names Guest Speakers

John A. Patton, president of a management engineering firm, will present the keynote address May 5 at the Tenth Annual Spring Meeting of the Operations Council, ATA. The meeting will be held in New Orleans at the Jung Hotel.

Other speakers will include Burr W. Hupp, representing a firm of distribution consultants; Walter K. Cabot, general traffic manager, Johnson and Johnson; Robert Hinson, president, Penn Yan (N. Y.) Express, Inc.; and John C. McWilliams, transportation consultant.

Clark to Buy Brown Trailers

Clark Equipment Co. has agreed to acquire all the capital stock of Brown Trailers, Inc., it was revealed recently in a joint announcement by the two companies. George Spatta, Clark president, explained that the purchase will extend Clark's activities in the materials handling field, adding to their present line of equipment aluminum trailers and cargo van bodies for highway use.

(Please Turn Page)

William M. Keller, of Chicago, is the new vice president-research of the Association of American Railroads. Appointed by the Board of Directors, he will direct research relating to engineering, mechanical, and electrical fields.

Army Names Transport Chief

Maj. Gen. Frank S. Besson is the U. S. Army's new chief of transportation. He succeeds Maj. Gen. Paul F. Yount, who retired January 31.

Chuting the News . . .

(Continued from Preceding Page)

Packaging Machinery Show

The Packaging Machinery and Materials Exposition was held recently at Convention Hall, Atlantic City, N. J. It was sponsored by the Packaging Machinery Manufacturers Institute. Equipment was displayed which would make possible complete automation through the weighing, packaging, sealing, labeling, and cartoning operations. A series of technical sessions was held.

—DA—

Legislative Line-Up

Following is a brief summary of legislative items pending in Washington. The status reported is as of March 15.

FOREIGN FREIGHT FORWARDERS—Rep. Thompson, D., La., heads new House Merchant Marine subcommittee that will take up H. R. 479, on licensing of foreign freight forwarders.

PER DIEM CHARGES—Bill to alter the per diem charge arrangement for freight cars (S. 3217) is before a Senate Commerce subcommittee, but not tagged for immediate action.

POSTAL RATE INCREASES—Conferees of House and Senate were to meet on clearing up differences in bills to raise postal rates. Bills passed by House and Senate did not agree.

TAXES—Sponsors of an amending provision to H. R. 7125 that would scrap transportation taxes awaited Senate Finance Committee action in March. Similar action is proposed to Ways and Means Committee.

VESSEL REPLACEMENT—President Eisenhower has signed H. R. 3210 (now Public Law 332, 85th Congress) to speed trade-in and replacement of old vessels.

—DA—

Chemical Traffic Election

The Traffic Committee of the Manufacturing Chemists' Association elected officers recently. Carl P. Greeley, vice president, traffic, of the National Distillers and Chemicals Corp., is chairman for two years. The vice chairman is Walter N. Saaby, director of traffic, the Victor Chemical Works.

Port Group Holds Election

The North Atlantic Ports Conference held election of officers during its recent 16th Annual Meeting in New York. Philip G. Kraemer, traffic manager, Delaware River Port Authority, Camden, N. J., was elected chairman. Edward K. Laux, traffic manager, The Port of New York Authority, was elected vice chairman.

—DA—

Club Briefs

Philadelphia Chapter, Delta Nu Alpha, is the sponsor of a panel discussion on "Careers in Transportation." The panel will be held April 19 at the University of Pennsylvania.

Branch Motor Lines was host at the March 24 meeting of the **Industrial Traffic Managers Assn.** of Baltimore.

The annual Mothers' and Guests' Night of the **Women's Traffic Club of Philadelphia** was held during April.

Walter N. Saaby, director of traffic, Victor Chemical Works, is the new president of **The Traffic Club of Chicago**.

The New York Chapter, Delta Nu Alpha, recently heard J. J. Harold, vice president, Transportation Board, Province of Quebec, speak on "Canadian Regulation."

The Women's Traffic Club of San Francisco installed officers recently. Serving for the coming year are Mrs. Virginia Colombo, Lyon Van and Storage Co., president; and Mrs. Gertrude Pohndorf, Western Pacific Railroad, vice president.

Thomas H. Waldren, president of Springmaier Shipping Co., St. Louis, was guest speaker at a recent meeting of the **Traffic Club of Springfield**.

The Women's Calumet Traffic Assn. had as its guest speaker at a recent meeting R. H. Staley, traveling freight agent, Wabash Railroad.

—DA—

Waterways Operators Meet

A. C. Ingersoll, Jr., of Federal Barge Lines, is the new chairman of the Board of **The American Waterways Operators, Inc.**, national association of the barge and towing vessel industry. Braxton B. Carr, of Washington, D. C., was re-elected president and William E. Cleary, of New York, secretary-treasurer.

News Briefs

Greyhound's Package Express operations set an all-time revenue record of \$13,366,397 in 1957. In part, the company attributed the gain to several new services such as pickup and deliver, and air-bus shipments.

The American Trucking Associations' Council of Safety Supervisors will hold its Spring Meeting May 13-15 at the Cleveland Hotel, Cleveland, Ohio.

Merger of the Hyster Co., of Portland, Ore., with the **Martin Machine Co.**, of Kewanee, Ill., has been announced by Philip S. Hill, Hyster executive vice president. The Illinois firm will become the **Martin Trailer Div.**, a part of the Hyster Tractor Equipment Div.

Denver Chicago Trucking Co., Inc., has announced a record claim ratio of .795 per cent for 1957. Donald L. Blair, director of claims, said that 99.39 per cent of all D-C shipments for the year were handled claim free.

KLM Royal Dutch Airlines' outbound trans-Atlantic freight lifting capacity will be doubled next fall by the introduction of three Lockheed all-cargo super Constellations.

The deadline for sending in **Packaging Institute Award** nominations has been changed from April 1 to May 15. These nominations are for the Corporate Award and the Professional Award of Packaging Institute.

Fulton Bag and Products Co., of New Orleans, La., is being absorbed through a cash transaction as a division of **West Virginia Pulp and Paper Co.**

Pacific Intermountain Express has opened its new P-I-E Building at 14th and Clay Sts., Oakland, Calif. The three-story, downtown headquarters will house 300 employees and executives.

Sixty-seven executives from 15 **Denver Chicago Trucking Co.** terminals attended a two-day **Managers' Meeting** recently in Denver, Colo.

Southern Pacific has reduced its westbound transcontinental freight schedules by 24 hours.

Fifth morning delivery of all freight traffic to **Pacific Coast Destinations** from Chicago was started recently by the **Union Pacific**. Several connecting lines are participating in the stepped up schedule.

The Trans-Missouri-Kansas Shipper's Board recently elected Paul M. Ashe, of the Westinghouse Aviation Gas Turbine Div., general chairman.

Pan American World Airways flew 96,595,000 ton-miles of cargo last year. Forty-two per cent was flown in all-cargo aircraft.

The Women's Traffic Club of Philadelphia is offering a scholarship in a traffic management course to a female resident of the area.

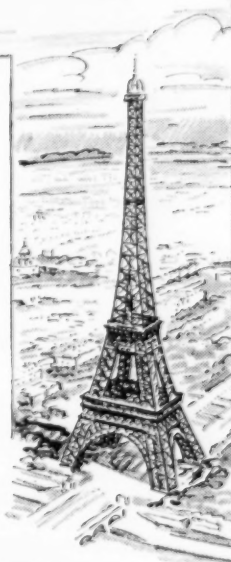
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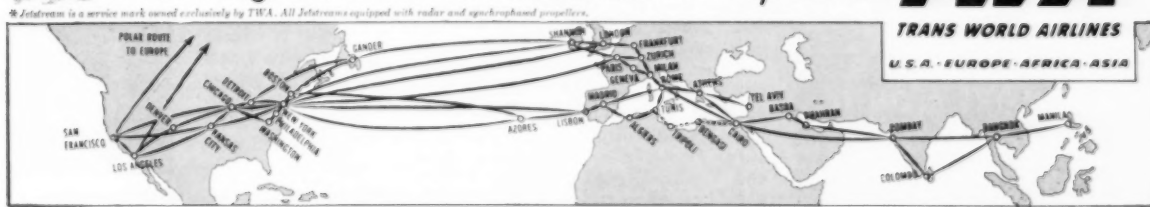
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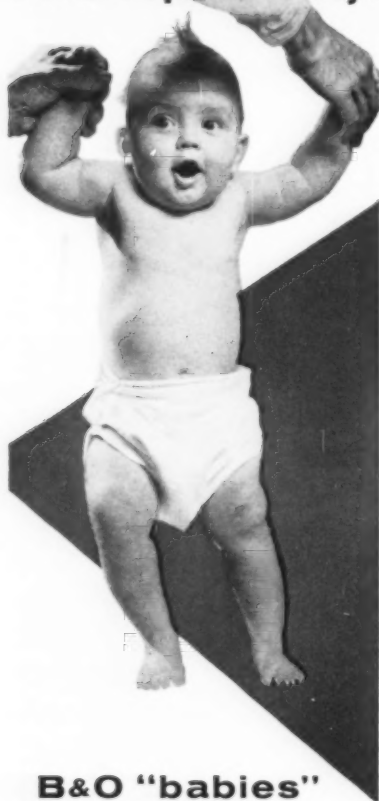
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Men in the News

Traffic

Arnold P. Silver—appointed general traffic manager, Goldblatt Bros., Inc., Chicago.

Thomas E. Kiley—appointed director of transportation and warehousing, Chun King Frozen Foods Corp., Duluth, Minn.



Major General Frank S. Besson—sworn in on March 17 as U. S. Army Chief of Transportation. He succeeds Major General Paul F. Yount, who retired from the Army last January 31.

Probyn W. Aitken—appointed research assistant on the staff of the Transportation Center at Northwestern University, Evanston, Ill.

—Highway

Henry J. Nave—elected executive vice president, The White Motor Co., Cleveland.

Norman H. Bell—elected president, The White Motor Co. of Canada, Ltd.



Richard Stickel—new executive vice president, Tose, Inc., Bridgeport, Pa.

Transportation—Air

Albert S. Walker—new vice president, services, and Joel S. Daniel, Jr. named assistant vice president, advertising and promotion, Northeast Airlines, Boston.



John E. Muhlfeld—named vice president, sales, Air Express International Corp., New York.

Horace Mosteller—new vice-president in charge of Southwestern and Southern Regions, The White Motor Co., Dallas, Tex.

Robert L. Lalich—appointed assistant to the president, Denver Chicago Trucking Co., St. Paul, Minn. **Joe A. Brown, Jr.**—new vice president, operations; **George J. Morley**—vice president, traffic and **Vincent R. Else**—new secretary and controller.

Hyler E. Shreve—appointed executive vice president and general manager of Powell Bros. Truck Lines, Inc., Springfield Mo.

Jay Frederick—new manager, Sales and Traffic, Signal Trucking Service Ltd., Los Angeles.

Thomas B. Robertson—promoted to sales manager, National Accounts, Yellow Transit Freight Lines, Kansas City, Mo.

Robert H. Smith—elected vice president, traffic and sales, Yale Transport Corp., New York.



C. L. Lunt—appointed vice president—Research and Development, Spector—Mid-States, Chicago. **Val Williams**—vice-president-Marketing. Mr. Williams heads the newly created Marketing Div.

Ray Carter—joined the staff of Ryder System, Jacksonville, Fla., as its director of research and development.

—Rail

Charles V. Ahern—named vice president and general manager, Pacific Fruit Express, San Francisco.



Clarence J. Swift—appointed Import and Export manager, Railway Express Agency, New York.

Rufus E. Taylor—appointed director of Purchases and Stores and **Emory J. Gravelle**—named purchasing agent, Monon Railroad, Lafayette, Ind.

M. C. Smith, Jr.—promoted to general counsel, Erie Railroad, Cleveland.

—Water

Reginald Rinder—appointed manager, Inward Freight Traffic Dept., Caribbean and West Coast of South America Services for Grace Line. **Hendryk S. Weeks**—new chief Eastern representative for Grace Line's Pacific Coast Div. with headquarters in New York.

Robert M. Wilkinson—appointed secretary to the Los Angeles Board of Harbor Commissioners.

Crawford F. Balch—new vice president and director of Waterman Steamship Corp. Mr. Balch is also on the board of Waterman Steamship Corp. of Puerto Rico.

Materials Handling

John D. Ames—elected to Board of Directors, Clark Equipment Co., Battle Creek, Mich.



(Please Turn to Page 19)

DISTRIBUTION AGE



What you can't see . . . benefits you most

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DISTRIBUTION AGE

Men in the . . .

(Continued from Page 19)

Roy Perler—promoted to Eastern regional sales manager, Yale Materials Handling Div., The Yale & Towne Mfg. Co., Philadelphia.

Lee E. Coulter—appointed assistant to the president, American Hoist & Derrick Co., St. Paul, Minn.

William H. Litterer—named a motive power market supervisor for the Philadelphia branch of Exide Industrial Div., The Electric Storage Battery Co.

Ernest Auerbacher—elected vice president, Alvey Conveyor Engineering Co., St. Louis, Mo.

Gerald A. Tamblyn—named sales manager of the new industrial tractor shovel line, Yale Materials Handling Div., The Yale & Towne Mfg. Co., Philadelphia.

Roland Whitehurst—vice president, celebrated his 50th anniversary with The Electric Storage Battery Co., Philadelphia.

Richard J. Mills—new general sales manager, American Hoist & Derrick Co., St. Paul, Minn.

William R. Roberts—newly appointed manager of engineering for Lamson Mobilift Corp., Portland, Ore.

W. J. Klein—becomes director of sales promotion, Tractor Group, Allis-Chalmers Mfg. Co.

Louis W. Jander—named assistant general sales manager, Yale Materials Handling Div., The Yale & Towne Mfg. Co., Philadelphia, Pa. **Joseph J. Murray**—new national accounts sales manager for Yale.

Calvin A. Burton—appointed assistant to the vice president of Systems, Lamson Corp., Syracuse, N. Y.

John S. Lund—new purchasing agent for Lewis-Shepard Co., Watertown, Mass.

Robert H. Weeks, Jr.—appointed vice president and division manager, Storage Battery Div., Thomas A. Edison Industries succeeding George E. Stringfellow who will continue as one of the vice presidents.

Packing and Packaging

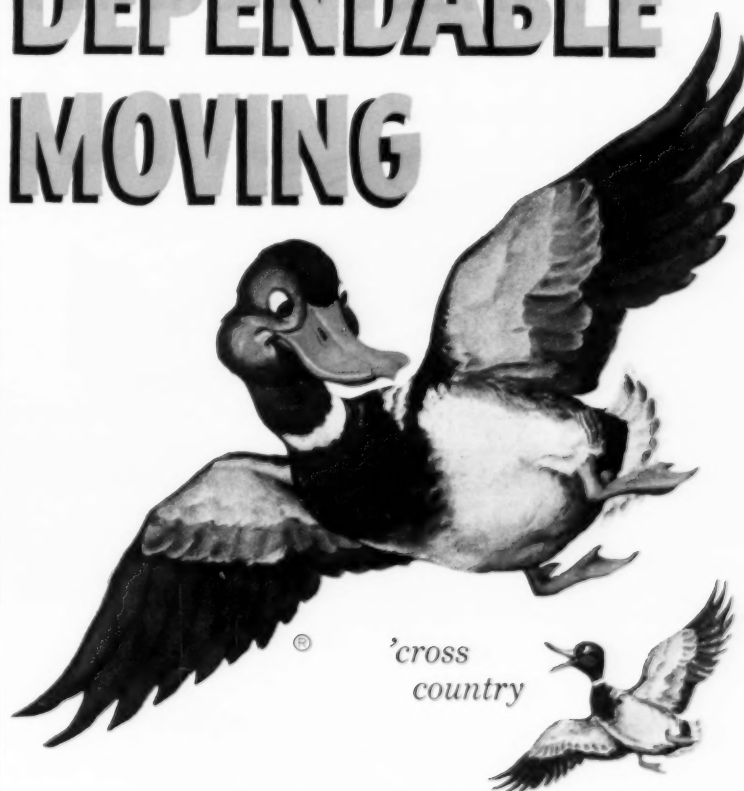
John T. Harris—appointed national sales manager, Ideal Stencil Machine Co., Belleville, Ill.

Joseph G. Shedd—new general manager of manufacturing, Fulton Bag & Cotton Mills, Atlanta, Ga.

Frank E. Pringle—named general sales manager, Howe Scale Co., Rutland, Vt.

James Wallace—named to the new post of market development manager, National Container Corp., New York.

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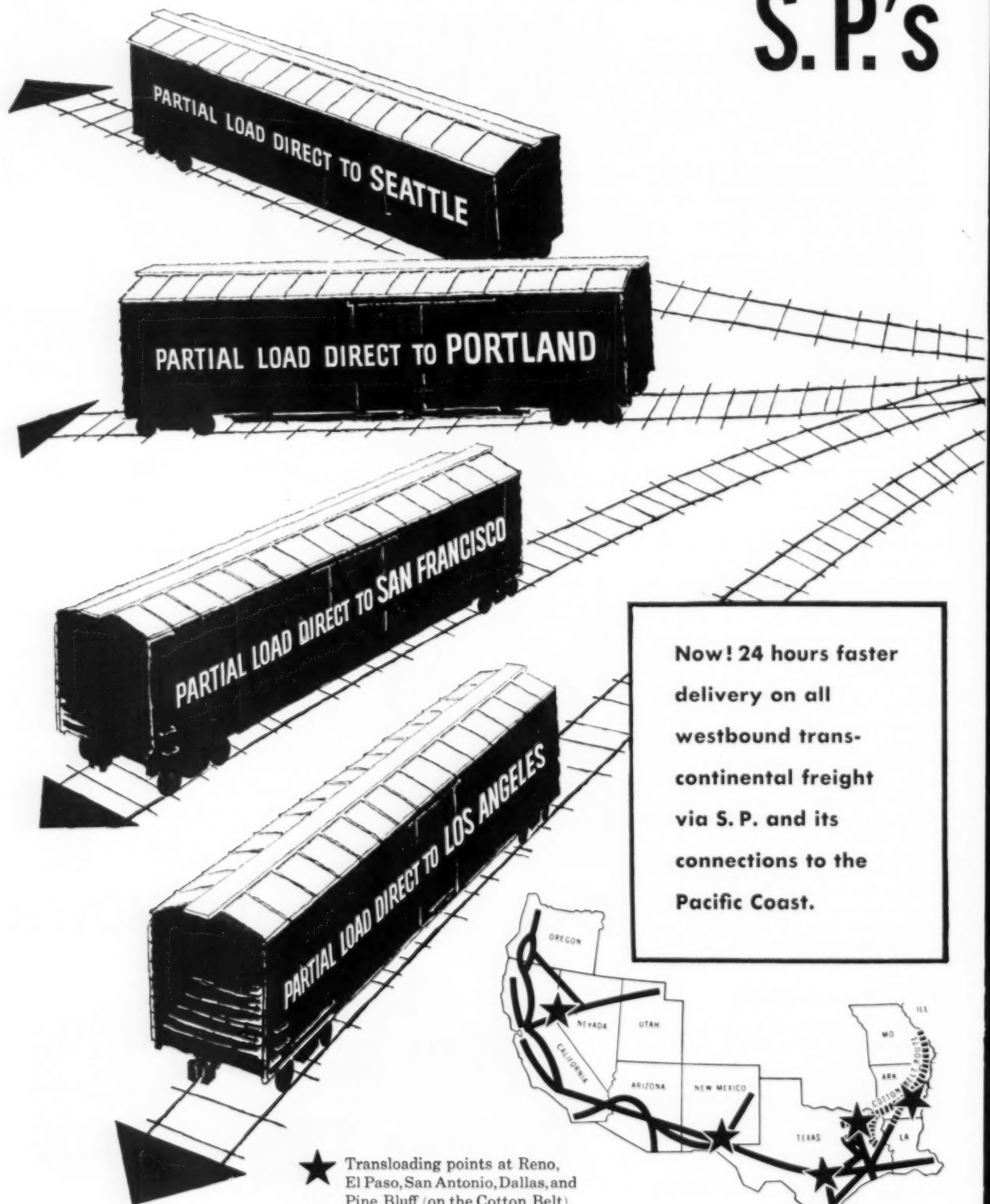
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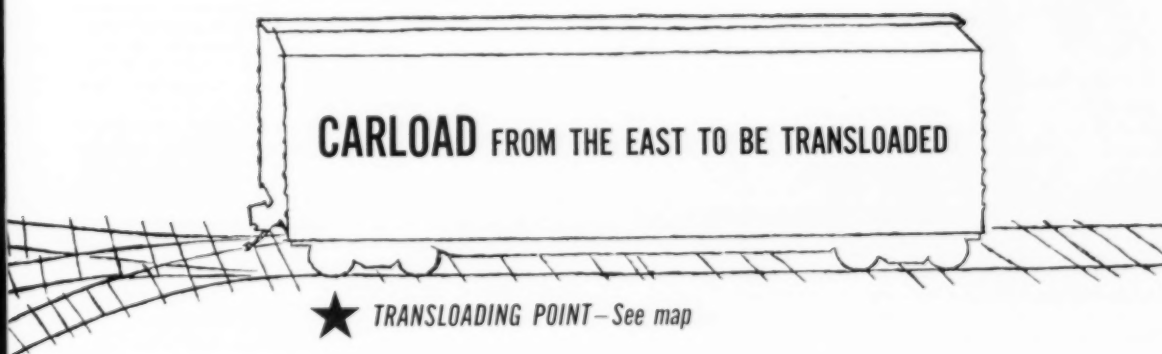
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S. P.'s "transloading" service offers important marketing and distribution advantages to firms whose products are sold in the West and in the Southwest. For S. P. transloading permits direct individual delivery to as many as four destinations of portions of an original carload shipment.

As an example, suppose that a carload of packaged freight is shipped from New York, with portions of the shipment consigned to Los Angeles, San Francisco, Portland and Seattle.

The carload moves to El Paso or Reno, where the freight consigned to Los Angeles, San Francisco and Portland is transferred to three other cars. Then the original car and the three others move *directly* to their individual destinations.

This fast, direct service is available to many other points in the West through S. P.'s transload-

ing stations at El Paso and Reno. Transloading is also available to points in the Southwest and on the Pacific Coast through S. P.'s transloading stations at Dallas and San Antonio (see map). Published tariffs apply covering stop-off privileges, rates and commodities which may be transloaded, but there is no *extra* charge for the transloading service.

Because S. P. transloads at more points on more westbound routes and serves directly more Western and Southwestern communities than any other railroad, many shippers find that S. P. offers them faster, more economical and more efficient distribution service in the Golden Empire.

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THE MISSISSIPPI

The Mississippi River has been called "the Great Sewer." It has also been called "the Body of the Nation." It's big. Its water system runs from Pittsburgh to Sioux City, from St. Paul to New Orleans, and—looking at it broadly—from Chicago and the Great Lakes to Corpus Christi, Texas.

Including the Missouri, its main branch, the Mississippi is the longest river in the world—about 4,300 miles. It draws its water from 28 states, from Delaware to Idaho. Its drainage area is larger than all Europe, not counting Russia and Scandinavia. It covers more land than Turkey, Italy, the Balkans, Poland, Czechoslovakia, Germany, France, the Low Countries, Denmark, Spain, Ireland, Portugal and Great Britain combined. It drains a third of the nation.

It carries 25 times as much water as the Rhine,

three times as much as the St. Lawrence, and about 340 times as much as the Thames. The size of its basin—about one and a quarter million square miles—is exceeded only by the Amazon. It is nearly twice that of the Nile, twice the Ganges, three times the Indus, five times the Euphrates, 15 times the Rhine. It's big.

This is the domain of the Union Barge Line which has been hauling cargoes of every description throughout this broad marketplace since 1913. UBL provides inexpensive, safe, prompt transportation of all materials ranging from steel to salt, timber to chemicals, cotton to grains, oil to pipe. More than 60,000,000 consumers can be reached by the Mississippi System. It's the Body of the Nation.

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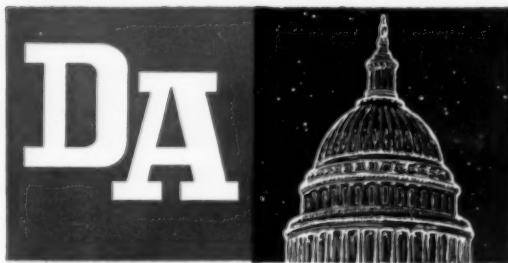
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Coming Events

- Apr. 14-16 — Customer Relations Council, ATA, 10th Spring Meeting, Balmoral Hotel, Bal Harbour, Fla.
- Apr. 15-16 — Second Great Lakes Material Handling Institute, University of Toledo, Toledo, Ohio.
- Apr. 21 — Syracuse Transportation Conference and the Salzberg Memorial Lecture, Syracuse University, Syracuse, N. Y.
- Apr. 22-23 — Fibre Box Assn., Spring Meeting, Edgewater Beach Hotel, Chicago.
- Apr. 23-24 — Eastern Industrial Traffic League, Lord Baltimore Hotel, Baltimore, Md.
- Apr. 24-26 — North Carolina Household Goods Movers & Warehousemen's Assn., Cape Fear Hotel, Wilmington, N. C.
- Apr. 27-May 2 — National Tank Truck Carriers, Inc., Annual Convention, Boca Raton, Fla.
- Apr. 28-May 10 — Industrial Management Center, First Annual Industrial Packaging Training Conference, Lake Placid Club, Lake Placid, N. Y.
- Apr. 29-May 1 — Freight Claim Div., AAR, Annual Meeting, Miami Beach, Fla.
- May 4-8 — Terminal Operations Council, ATA, Annual Meeting, Jung Hotel, New Orleans, La.
- May 5 — Container Laboratories, Inc., School of Packaging, Chicago, Ill.
- May 6-8 — Seventh Highway Transport Congress, Biennial Meeting, Mayflower Hotel, Washington, D. C.
- May 6-9 — The Chain Store Traffic League, Annual Meeting, Radisson Hotel, Minneapolis, Minn.
- May 7-8 — Michigan Industrial Traffic League, Fifth Annual Traffic & Transportation Conference, Michigan State University, Lansing, Mich.
- May 7-9 — American Management Assn., Packaging Clinic, Sheraton-Astor Hotel, N. Y.
- May 8-9 — Assn. of Interstate Commerce Commission Practitioners, Annual Meeting, Washington, D. C.
- May 8-10 — Western Material Handling Conference, AMHS, Great Western Exhibit Center, Los Angeles, Calif.
- May 11-17 — National Transportation Week.
- May 12-15 — Canadian Warehousemen's Assn., 38th Annual Convention, Seignior Club, Montebello, Quebec.
- May 13-15 — Communications Section of Association of American Railroads, Annual Meeting, Kansas City, Mo.
- May 13-15 — Council of Safety Supervisors, ATA, Annual Meeting, Hotel Cleveland, Cleveland.
- May 15-18 — 1958 National Truck, Trailer and Equipment Show, Great Western Bldg., Los Angeles, Calif.
- May 18-20 — Virginia Movers' & Warehousemen's Assn., Inc., 7th Annual Convention, Chamberlain Hotel, Old Point Comfort, Va.
- May 20-21 — National Paperboard Assn., 26th Spring Meeting, Santa Barbara Biltmore Hotel, Santa Barbara, Calif.
- May 20-22 — Freight Station Section & Freight Loss and Damage Prevention Section of AAR, Annual Meeting, Montreal.
- May 20-23 — Traffic Group of National Retail Merchants Assn., Annual Conference, Atlantic City, N. J.
- May 22-23 — ATA Committee of 100, Edgewater Beach Hotel, Chicago.
- May 26-30 — American Management Assn., 27th National Packaging Exposition, New York Coliseum, New York.

WASHINGTON



By Ray M. Stroupe, *Chilton Washington News Bureau*

RAIL RATE SET—Action is still to come, at the ICC, on the two per cent average rail freight rate boosts granted in February. Division II, according to present scheduling, will hear witnesses May 19 on two principal points. These are general revenue needs of the roads and economic effects of the tariffs on communities, markets, and carriers. At other times, the ICC is to investigate rates, charges, and free time at ports.

FIGHT CARRIER TAXES—The drive to end the transportation excise taxes has gained vigorous support in the Senate. Fourteen senators, of both major parties, have jointly endorsed an excise-law-bill amendment to repeal the freight and passenger levies. Other lawmakers have advanced separate measures with the same aim. In recent testimony to the Senate, air carriers agreed with truck and rail lines in calling for repeal of the taxes.

NATIONAL DEFENSE TRANSPORTATION DAY—Development of the versatile American transportation system will be observed by the nation on May 16. This date is designated by President Eisenhower as National Defense Transportation Day. He has invited state governors to provide for ceremonies calling attention to importance of the system. The national observance will be coordinated with activities connected with Armed Forces Day, May 17.

\$500 MILLION SAVINGS—Hoover Commission recommendations now carried out may lead to \$500 million in annual public savings. Both the White House and a Senate group reveal that more than half the 519 charted reforms are, or will be, implemented. But Congress hasn't yet acted on those with the biggest savings potential. Some of these proposals would affect federal competition with business, and an integrated military supply system.

EQUAL FEES SOUGHT—Interest is picking up in the ICC case dealing with equal rail changes from and to East Coast ports. The Port of New York applied to lower its export-import rail rates to the Philadelphia-Baltimore level. Sen. Kennedy, D., Mass., advocates equal treatment for the Port of Boston. Some federal agencies also have joined in the plea for equalization. Arguments on the question were to resume at the ICC on March 25.

RAIL BILL DISPUTED—Disagreement on the rail through route bill has been recorded with the Smathers Subcommittee in the Senate. The short lines generally favor it. Larger roads reducing rates on items moving solely over their own lines would have to trim rates between the same points on routes using both long and short lines. The ICC could permit the one-way trimming. But Chairman Freas contends the bill would make more work for the ICC.

REJECTS STATE LAW—States are denied rate control over federal intrastate shipments, in a U. S. Supreme Court action. This new 6-to-3 decision upholds a lower court finding that a California transportation law is unconstitutional. The law made fees on federal traffic within the state subject to the state public utilities commission. It would have limited the government's right to bargain for special rates.

TO RAISE ROAD FUNDS—Shakeup in the means for financing the slow moving national highway program is underway. A Senate bill to speed completion of the 41,000-mile interstate system was introduced in March. It proposed financing the non-interstate work from general tax revenues. The Treasury Department has objected to this use of general tax money. Proponents argue that faster roadbuilding will be a helpful tool in ending the recession.

FORWARDERS FACE QUIZ—Questions about ocean freight forwarders grow more popular with Federal Maritime Board and Congress. The Board wants to prescribe rules for forwarders. It planned hearings on forwarder activities in three port cities. However, a special House Merchant Marine Subcommittee has been named to take up bills affecting forwarders. Chairman Bonner, D., N. C., of the full committee, claims top priority for the new group.

SCAN SEAWAY CONTROL—Members of Congress from Great Lakes states eye closely the St. Lawrence Seaway control maneuvering. The Corps of Engineers is in charge of the still-building waterway, as of now. Sen. Potter, R., Mich., would leave the Army at the helm, if it can operate the Seaway at less cost than the Seaway Development Corp. In addition, he is pressing for a speedup in funds to complete channels leading westward from Lake Erie.



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Loading—With the Compartmentizer, lading protection is as simple and easy as closing your own front door. When one car-end load is in place Gates are moved up to the load, swung closed and locked against the load face. It's that easy to get complete protection.



Loading—This loading view at the Nabisco plant in Chicago demonstrates Compartmentizer versatility. The ends of this Southern Pacific car have been loaded, now the doorway area—serving as a third lading compartment—is loaded. Loads are separated by product or consignee.

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Fresh bakery products travel 1120 miles over 5 roads—not a crumbled cookie in the carload!

This National Biscuit Company carload shipment from Chicago to Houston confirmed the lading protection abilities of the P-S Compartmentizer.

Five service-conscious railroads handled the load: Belt Railway of Chicago, the I.C., Cotton Belt, Southern Pacific and Houston Belt and Terminal. The shipment moved through 1120 miles of high-speed rail travel, and the jolts of train makeup. Yet on arrival at the Houston warehouse of Nabisco not a single carton was dented, not a cookie crumbled—thanks to the full-time protection of P-S Compartmentizer.

It is performance like this that proves the

P-S Compartmentizer as the most versatile lading protection product in the market. Whether carload or L.C.L., single destination or stop-off lading, the Compartmentizer has the built-in versatility to safeguard it with the greatest economy, efficiency and speed. And whatever the nature of your product—light, as a load of cookies or heavy, like the hard-to-handle weight of a load of tin plate—the Compartmentizer gives positive protection.

For more performance-proof of the lading protection abilities of the P-S Compartmentizer, write to Pullman-Standard. You'll get an immediate reply.

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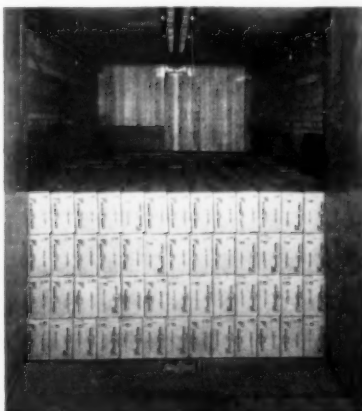
CAR MANUFACTURING COMPANY

SUBSIDIARY OF PULLMAN INCORPORATED

221 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS
BIRMINGHAM, PITTSBURGH, NEW YORK, SAN FRANCISCO



Arrival—At Houston the car was opened. This view of the doorway load reveals a high-profit load. No space is wasted . . . no costly and time-consuming bracing or blocking is necessary. You get a tight load—a profitable load every time with the Pullman-Standard Compartmentizer.



Arrival—Here one set of Compartmentizer Gates have been opened to begin unloading operations of one car end. Notice that not a single carton is out of line—not one was damaged. Consignees appreciate this kind of service—products are delivered ready for resale or immediate use.



Arrival—In Compartmentizer-equipped cars, loading and unloading operations are fast and economical. Compartmentizer Gates stand flush against the car side wall—crews work unhampered by loose, awkward parts. Full use can be made of mechanical handling equipment.

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Modern Buildings
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Years of big-league warehousing experience have enabled us to build a 'service-team' which will prove to be a sure-winner for you. Our entire operation has now been broadened to include all branch house functions, except selling. Here's real performance and service . . . measuring up to your most exacting requirements . . . yet flexible enough to be expanded or contracted to fit your specific needs at any time.

We actually function as an integral part of your organization . . . giving you the benefit of real economy on a per-package-per-month basis.

Why not look into this sound, simple and economical way of bringing your products into this great Kansas City buyer's market? Learn how Crooks can cover ALL the bases for you. Your inquiries are most welcome at any time—no obligation.

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Associated with Overland Terminal Warehouse Co., 1807 E. Olympic Blvd., Los Angeles 21
Member of the American Warehousemen's Association

On the Line—

Convention Attitudes



We have just returned from a tour of five conventions in a row. Needless to say, we are bushed, fagged, pooped. At the same time, we are inspired and stimulated. In short, it was very worth while.

But why weren't you there?

That's a safe question. Because for every fellow who objects to the exclusion, we can single out many absentees.

Now, to be among the missing in certain groups leaves no cause for regrets. But in business affairs, absence may reflect poor judgment, intellectual or physical laziness, or just plain lack of drive or ambition.

Men are judged by the company they keep as well as by their accomplishments. In fact, just to be seen in the same room with, say, industry leaders, gives one stature.

That's why we study all who attend a convention. Not only does it give us an idea as to "who's who," but also "who may be" and "who has been."

Convention attendance in this day and age bears no relation to the "high jinks" affairs of yesteryear. Anyone who still jibes his associates about attending conventions clearly labels himself as a "has been."

Business conventions usually are sponsored by business and industry associations. Most have professional officers, and permanent staffs handle this important activity. They manage the programs and keep all activities humming in a businesslike way. It is largely due to these professionals the old concept has faded.

If we were the top executive of your company, we would look into your convention attitudes. We would inquire as to the number of conventions pertinent to your job you attended during the past year. By asking what the various speakers said, we'd get a pretty good idea what you gained in the way of useful information.

If you passed that test, we'd ask you if you put any of the ideas to work in your job. After all, such trips would cost the company quite a few dollars. And, naturally, we would want to make the most of the investment. If it turned out to be just an expense item, we would do a little further investigating. Business is business, you know.

Nobody with a happy home life likes to be away for days at a time. So, if you made the trip willingly and gave proof of some benefits, we would consider you a loyal employee.

If you ever were honored by your contemporaries by being elected to some office in the association, we would be proud of you. If you were called upon to address the convention on some industry problem, and if you acquitted yourself with distinction, we would hold you in even higher regard.

But—as we started to say—we haven't seen you around the several pertinent industry conventions lately. Are we to assume that you haven't yet "arrived"? Or are you a "has been"? Or have you no interest in improving your knowledge or your company's competitive position?

Al Greene
EDITOR

Yakkety Yak

"Gee, I'll be glad to get home," exclaimed a weary warehouseman, as the week-long convention adjourned. "Won't you?"

"Heck, no! listening to lectures all day and half the night makes me feel very much at home. The boss does it all day, and my wife keeps it up most of the night."

BAIT—The convention speaker, a truck terminal manager, mentioned that he had difficulty getting his drivers to 'phone in for pickups until he fired the dispatcher.

A man in the audience rose to ask, "How come that just by hiring a new dispatcher, the drivers started calling in?"

"Well," explained the speaker with some embarrassment, "our new

dispatcher is a gorgeous blonde."

ADVICE—Boss: "So you're going to the trade show?"

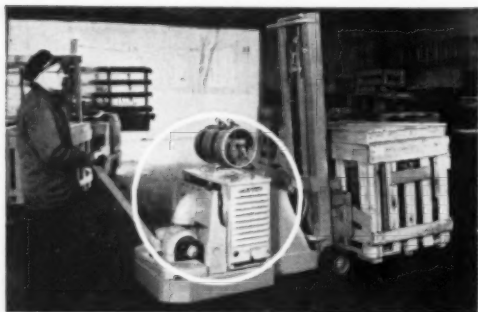
TM: "Yes, I expect to see some unusual exhibits."

Boss: "Okay, just don't be one."

Delegate's Poem

*Convention joys are many
Agreed Fred Frater
Troubles come later
Accounting for each penny.*

Get the Advantages of READY-POWER on Your Electric Industrial Trucks



Get Live Power for Walkie Trucks

Ready-Power's popular bantam model "W" is equipped with dependable 12-volt automotive-type starting and ignition. Variety of idling speeds and easy accessibility make it ideal for all walkie trucks as well as rider trucks up to 2,000 lbs.



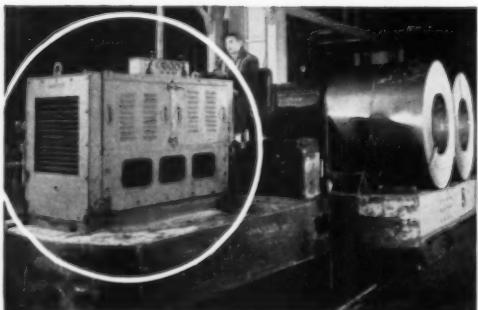
Work Your Fork, Platform, Tractor Trucks 'Round the Clock

Ready-Power gas-electric and LPG-electric units give materials handling trucks continuous, full power all the time. Slowdowns due to power fatigue are eliminated. The simple, all-electric control and live response make Ready-Power-equipped trucks rate high with truck operators.



Energize Lift Magnets on Your Electric Trucks

In the application shown at the left, the Ready-Power unit not only powers the truck, but also energizes the lift magnet for handling scrap metal. Ready-Power units are removable for shop adjustment while a spare keeps trucks working.



Get Diesel Electric for Lowest Ton-Mile Costs

Take a tip from the owners of industry's biggest trucks . . . power them with Ready-Power diesel-electric for maximum stamina, dependability, and lowest operating costs. Ready-Power offers power for every size and make of electric truck.

Your Truck is No Better than its Power . . . Write for Information
on Ready-Power gas-electric, LPG-electric, and Diesel-electric Units

READY-POWER

The READY-POWER Co., 3821 GRAND RIVER AVE., DETROIT 8, MICH.

Manufacturers of Gas and Diesel Engine-Driven Generators and Air Conditioning Units; Gas and Diesel-Electric Power Units for Industrial Trucks

Circle No. 6 on Card, Facing Page 51, for more information

LETTERS TO THE EDITOR

Waterways Dissent

To The Editor:

I have just read the article on water traffic in the January issue. As a major form of transportation in this country, barge transportation is a very proper subject for your magazine, and of concern to many traffic people.

However, it occurs to me that this subject has not been dealt with honestly in your article. You state in your third paragraph that this form of traffic has become once more an important part of our transportation picture, and later quoting the A.W.O., that it is a low cost operation.

I think it a little odd that you do not mention the fact that the taxpayers of this country have been forced to support this operation, and that is the reason why it has "once again become an important part of our transportation picture."

Kenneth H. Dickey

W. S. Dickey Clay Mfg. Co.
Texarkana, Texas-Arkansas

We appreciate Mr. Dickey's interest in this magazine, and are happy to make his views known through this column. DISTRIBUTION AGE'S editorial policy does not differ from that of any other top-quality, responsible publication. We report the facts as we find them. Agreement or disagreement is confined to the Editorial Page. The theme of the Inland Waterways story was simply that this form of transportation is experiencing another growth cycle—nothing more, nothing less. To have introduced a blast at certain subsidies, we feel, would have been beside the point in this type of article.—The Editor.

Western Waterways

To The Editor:

We like to read most everything in DA when we receive it. However, as we are located on the West Coast, your January article "Moving the Big Load by Tug and by Tow" would be interesting, but not of much practical use. What we would like to see is an article on water shipping from the West Coast to the East Coast.

Carl Sahlin
Distribution Manager

Gentry—Div. of
Consolidated Foods Corp.
Los Angeles, Calif.

The American Waterways Operators, Inc., furnishes us with these late figures on West Coast waterways: The 127-mile San Joaquin River, which runs from New York Slough to Hills Ferry, Calif., via the Stockton Channel, in the past nine years increased its net tonnage from 771,627

to 5,646,214, or 632 per cent. The San Joaquin carried 113,095,010 ton-miles of commerce in 1956. The Sacramento River, 245 miles from Collinsville to Red Bluff, Calif., ton-miles up 52 per cent, from 69,098,857 to 106,511,632. Net tons up 37 per cent, from 1,380,202 to 1,886,540. The Willamette River, 149 miles from Portland to Harrisburg, Ore., plus an 18-mile extension to McMinneville, Ore., over the Yamhill River, showed a 22 per cent ton-mile increase, from 3,948,704 to 4,847,620, between 1950 and 1956. It is expected that DISTRIBUTION AGE will cover inter-coastal shipping, as suggested by Mr. Sahlin, in a future issue.—The Editor.

Freight Bills

To The Editor:

Congratulations on the article "Let's Re-Examine Our Freight Bills" written by Mr. Harry F. Newmiller, published in the January, 1958, issue (p. 25).

This is a real down-to-earth article and should be read by every shipper, including personnel responsible for shipments for the account of the United States Government. Every shipper should take into consideration the fact that a carrier cannot be as familiar as he with the characteristics of his particular commodity or commodities.

The large shipper with trained traffic personnel, as a rule, recognizes the importance of proper descriptions and auditing of freight bills. Too often, however, a large shipper is prone to rely on the carrier for his information, resulting in litigation in many cases. Such cases could have been prevented had the shipper given the support to his Traffic Department that he was in the habit of giving to his Sales Department, for instance.

It is an actual fact that some executives give more credit for the collection of overcharge claims than they do for the prevention of the filing of the overcharge claims. The carriers are far more interested in collecting the proper freight charges than they are in processing overcharge claims filed up to two years after the cause of action.

The carrier is at a great disadvantage especially on interline shipments considering the required handling with the interline carriers. Many times the shipper cannot understand the delay occasioned in the collection of an overcharge claim involving two or more carriers.

We would like to see more articles written on the order of Mr. Newmiller's.

T. R. Glick
Traffic Manager

Cooper-Jarrett, Inc.
Philadelphia, Pa.

Our thanks to Mr. Glick, and to a number of other readers, for their kind comments on Mr. Newmiller's latest article. Mr. Newmiller, who originated the now-famous DA Piggy-Back Routing Guide, has another "claims" article in this issue, see Page 35.—The Editor.

APRIL 1958

The Rajah says: "Hurrah for KLM Air Cargo"



A sweltering Rajah decided one hot day to trade one of his old emeralds for a brand new air conditioner. To his joy, the local distributor for the American manufacturer had just the right model. Seems the distributor always specifies KLM Air Cargo. He orders in frequent small lots, so he always has the latest models on hand, saves on capital tied up in merchandise in transit. As for the Rajah, he had his air conditioner installed the same day and has been wonderfully cool ever since.

Air Cargo Leader to Europe, the Near,
Middle and Far East, and South Africa

SEE YOUR CARGO AGENT, FORWARDER or any KLM office for information and rates on your particular commodity. KLM Royal Dutch Airlines, 250 Pearl St., N. Y. 38, N. Y. Whitehall 4-3480.



MILWAUKEE ROAD SPEEDS UP CALIFORNIA FREIGHT SCHEDULES



Shippers save a full day on new schedules

5th morning delivery at
**LOS ANGELES OR
SAN FRANCISCO**

2nd morning delivery at
DENVER

now in effect every day
from Chicago

With automatic yards, 100% diesel power, C.T.C.—350 miles of it on the Omaha line—and other modern communications, The Milwaukee Road is able to offer these time-saving schedules to California and intermediate points. Ask your Milwaukee Road representative for details about new, fast service.

W. D. Sunter
General Freight Traffic Manager
Chicago 6, Ill.



THE MILWAUKEE ROAD

DISTRIBUTION AGE



New Towmotor "Constant- Power" Lift Raises Productivity and Profits

It's easy to see how Towmotor fork lift trucks built a reputation for modern mass-handling efficiency.

As standard equipment you get engineering advances like the new Towmotor "no-power-loss" pump that guarantees instant response and constant lifting action. Towmotor operators get positive control in raising, lowering and positioning loads. Handling tons of materials is swift, safe and continuous!

With Towmotor fork lift trucks more work gets done with less fatigue. Motion-saving centralized control—cushioned-comfort seating—dual entry compartment—high free lift—are other standard features that give you convincing reasons for buying modern Towmotor-Gerlinger equipment.

For latest information on the industry's most complete line, send coupon below.

Leaders for 39 years in building
Fork Lift Trucks, Tractors and Carriers

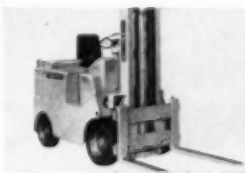


Gerlinger Carrier Co. is a subsidiary of
Towmotor Corporation, Cleveland 10, Ohio

Today's industries need Towmotor Continuous Operation



Towmotor Standard Accessories that grab, scoop, push-and-pull, ram, revolve and even shift sideways, offer versatility that saves manhours and dollars daily.



"Pace-Maker" Series Model 540 is typical of new fork lift trucks in the combined Towmotor-Gerlinger line. Load capacities from 1500 to 40,000 pounds.



Driving Ease More Than Tripled with new Towmotor power steering! TowmotorTorque Drive adds cushioned "creep" control unequalled in the industry today.

Circle No. 10 on Card, Facing Page 51, for more information

☐ Send free Towmotor Catalog No. SP-23

☐ Send free Certified Job Studies relating to our business, which is

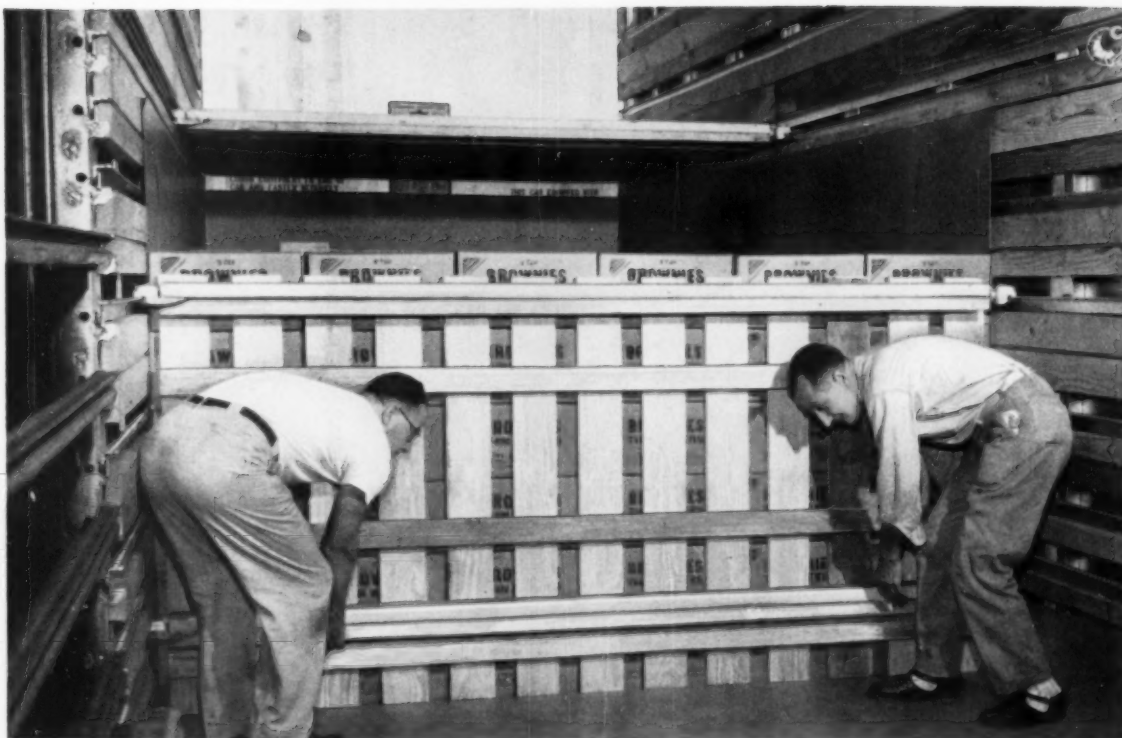


Name _____

Company _____

Address _____

Mail to:
TOWMOTOR CORPORATION • Cleveland 10, Ohio



1



1 **COOKIE PUSHERS!** Since Northern Pacific's new DF (Damage Free) cars began to haul National Biscuit Company products to market, cookie breakage has been cut to a new minimum. Fewer cracks in the crackers, too!

2 **SMOO-OO-TH AND EASY** on freight are these new "ribbon rails" (almost half a mile long) that Northern Pacific is putting in its main line. This year many more miles of welded rail will be laid.

3 **DIESEL POWER?** Northern Pacific has 584 diesel units in operation right now, with 28 more of these power-packed huskies coming this year to speed shipping.

4 **FROZEN FRUITS AND VEGETABLES** get just the chilly reception they need in NP's mechanical refrigerator cars. As one of the large food haulers in the West, NP has a fleet of modern "reefers" to rush produce from the Pacific Northwest to mar-

NORTHERN PACIFIC-



2

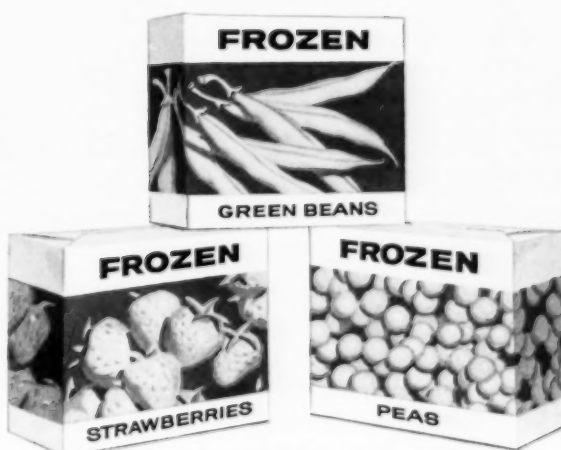


3

kets across the country. More of these specialized rolling refrigerators go into service this year.

Whatever you want to ship, NP offers a truly progressive approach to freight hauling—backed with the kind of modern service and equipment that mean fast, dependable delivery. Call your nearest NP traffic representative, or write Otto Kopp, Vice President-Traffic, Northern Pacific Railway, St. Paul 1, Minnesota.

really terrific!

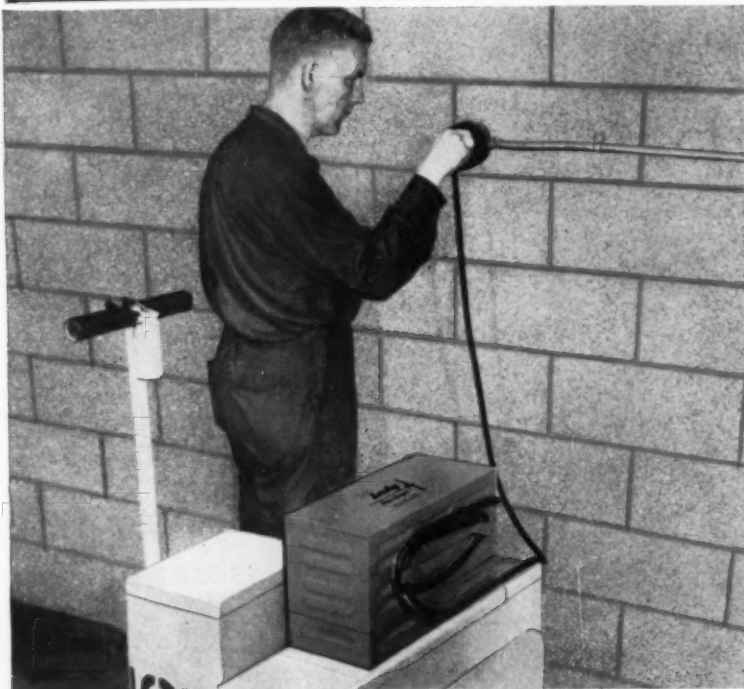


4



(Advertisement)

NEW TRUCK BATTERY CHARGER IS COMPLETELY AUTOMATIC



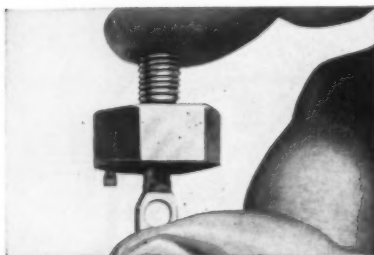
C & D BATTERIES, INC. BRINGS OUT NEW LINE OF *AutoReg*® SILICON CHARGERS

Two new, single-phase, constant d-c voltage silicon rectifier battery chargers have been introduced by C & D BATTERIES, INC., manufacturers of *Slyver-Clad*® industrial truck batteries. The new chargers, called *AutoReg*®, allow plants, warehouses, and shippers to take advantage of the latest materials handling methods without having to rewire their electrical power facilities.

The compact chargers plug into any standard single-phase, 15-ampere, 60-cycle, 115 volt convenience outlet. The smaller model charges any 6-cell lead-acid hand truck battery with a capacity ranging up to 450 ampere hours. The other model charges 6-cell batteries with a capacity ranging up to 660 ampere hours.

® Trademark

Uses New Silicon Rectifier



Heart of the new charger is a silicon rectifier. It has no known aging characteristics and thus eliminates aging taps. This means adjustments to the charger after being in use for some time are not required.

The inherent design of the charger prevents harmful overcharging. Turning a simple, synchronous timer mechanism places the charger in operation and automatically takes the unit off the a-c line in 16 hours or less.

Convection cooled, the new line of C & D *AutoReg* chargers require no maintenance. A direct short circuit across the output terminals merely causes the voltage to drop to zero. Flow of reverse current from the battery when a-c power is off is prevented by the silicon rectifying element itself.

CAN BE WALL MOUNTED

The new chargers are small, compact and only a fraction of the size of conventional charging equipment. They can be wall mounted near any standard convenience outlet, or mounted directly on top of a C & D 12-volt truck battery. To charge, simply plug the battery into the charger, then plug the a-c leads into the outlet and set the timer. D-C voltage output is held constant over a $\pm 10\%$ variation in a-c input.



Literature Available.
Complete details on the
New C & D *AutoReg* Silicon
Chargers are given in
Bulletin AR-100/58. Write for
Your Copy Today.



A PRODUCT OF C & D BATTERIES, INC.
OF CONSHOHOCKEN, PA. . . . ATTICA, IND.



MANUFACTURERS OF *Slyver-Clad*® INDUSTRIAL BATTERIES
BATTERIES FOR COMMUNICATIONS, CONTROL AND AUXILIARY POWER

Circle No. 11 on Card, Facing Page 51, for more information

By Harry Newmiller

Traffic Consultant



APRIL 1958 . . . Vol. 57, No. 4

LOSS and damage claims are big business—all of it bad. For the simple "luxury" known as os&d we pay a stiff price.

In 1956, for example, AAR member railroads paid out in claims the staggering sum of \$113.9 million. That same year, according to a special ATA survey, 96 motor carriers (repeat, 96 only) paid out \$8,199,189. The trucking industry's total figure, estimated at \$30,000,000 for 1957, is no less staggering than that posted by the railroads. (The 1957 rail figure is expected to be over \$120 million.)

It should be noted that these vast sums represent only money actually paid by the carriers to the claimants. They do not include claims processing costs—man-hours, supplies, legal fees, etc. These costs come out of the pockets of carriers and shippers.

If it was possible to produce a processing cost figure, it would have to be added to the claims figure. The total would be impressive—but the statistical job would be only two-thirds done.

To this new total you must now add another item—money lost through customer dissatisfaction or loss of goodwill. Of course it is impossible to put a price tag on goodwill, but there is little doubt that the "grand total" would stretch the imagination of even the most imaginative.

All of these hundreds of millions of dollars are non-recoverable. The money cannot even be called legitimate overhead. It represents an outlay on which there is absolutely no return. It's a complete waste.

Who pays the bills? Here again it is impossible to make an accurate breakdown. However, whether you're a shipper, a carrier, or a consumer—you can be sure that you're paying your share.

It probably is true that claims never will be eliminated. It also is true, however, that they can be and are being reduced. In certain areas both carriers and shippers are doing an excellent job. In other areas progress is slower, but it is progress.

Claims Business Is Bad Business

It is impossible to put a price tag on loss and damage costs, but the best guesses run into the hundreds of millions of dollars or more a year

One area in which there is room for considerable improvement, particularly from the shipper angle, is in claims filing. All claims should be filed promptly, and with all supporting documents. This point cannot be over-emphasized.

When prompt action is taken, the documents usually are at hand. In addition, the carrier is able to make a proper inspection. Both of these items aid in the quick disposition of claims.

When there is a delay between the time loss or damage are discovered and the time claims are filed the entire process is complicated. Necessary documents have a habit of disappearing or burying themselves. Inspections become more difficult as more and more time passes.

In a recent case, damage occurred at the claimant's branch office. The claim was initiated promptly and the carrier made an immediate inspection. However, the branch office failed to forward the inspection report to the home office traffic department. Time was wasted in correspondence between the two offices, and the report was mislaid. Eventually it was uncovered, but not before a considerable amount of time had been wasted in the clerical operation.

While most readers doubtless are familiar with the necessary steps to be taken in filing claims, it would seem that a review is in order:

1. Claims must be filed in writing with the receiving or delivering carrier, or carrier on whose line the alleged loss, damage, or injury occurred. Claims must be filed within nine months of delivery, or, in cases of non-delivery, within nine months after allowing a reasonable time for delivery.

2. Generally the carriers require that claims be filed for specific amounts.

3. Claims should be accompanied by all necessary documents, including:

- a. Original bill of lading.
- b. Original paid freight bill.
- c. Original invoice, or certified copy of, or extract from the original invoice.
- d. Copy of carrier's freight bill on which a notation or acknowledgement is made of the shortage or damage, over the carrier's signature.
- e. Inspection report.
- f. Consignee's form for concealed loss or damage.
- g. Shipper's form for concealed loss or damage.

A bond of indemnity may be accepted.
(Please Turn Page)

Claims . . .

(Continued from Preceding Page)

cepted where either a or c has been lost or misplaced.

Shipper Responsibility

Because each claim must be thoroughly investigated, the carrier can and should demand any one of the above documents. Some shippers apparently feel that the carriers make these demands as a "delaying action" or to antagonize the claimant. This is not true. All of the information is needed by the carrier to fix liability.

Often more than one carrier is involved in the move. Here, of course, the carrier against whom the claim is made needs the complete case history.

Claimants must remember that the measure of damage recoverable is the actual money loss sustained. For this reason the document submitted to establish actual loss or damage must properly support the amount claimed. In some instances the carrier may seek additional information to verify the amount claimed.

An excellent example of this involved a recent shipment of machinery which was received in damaged condition. To minimize the amount of claim against the carrier, the receiver made the necessary repairs to put the machinery in usable condition. To support his claim for actual money lost, the receiver submitted an itemized list of repair costs, including material, labor, etc.

The carrier claim agent requested an explanation of some of the accounting terms used in the invoice. The terms "burden" and "shook" were used, and he was unfamiliar with both.

The receiver took the position that the agent should be familiar with the accounting terms used. He also took exception to the request for more information on the grounds that he had done the carrier a favor by repairing the machinery, claiming that he could have refused the shipment.

His attitude in this case was unwarranted. The agent simply was trying to establish correctness of the claimed amount. A



Most of the carriers have loss and damage control programs. This plexiglass car is used by the Union Pacific Railroad to train loading and unloading crews



Unit load rail car developed by Calumet Industrial District has five separate compartments, each with its own overhead rolling door, to facilitate loading

simple explanation ("burden" was certain overhead above actual wages paid persons repairing the machinery, including fringe benefits, and shook was crating material that had to be replaced) would have brought the matter to a quick close.

The claimant's reluctance to part with this information, however, delayed the claim—to his disadvantage. At one point there was some doubt that the claim ever would be paid.

Certain shippers feel that their only responsibility in claims cases is to collect for the loss and damage. Nothing could be farther from the truth. While payment may cover actual out-of-pocket losses, the shipper can never recover lost goodwill, nor can he

recover the unseen costs involved in processing claims.

None Escapes

If you feel that you operate in a relatively "claims free" area, study the ATA chart accompanying this article. It proves that no commodity classifications are immune.

Total claims for the 12-month period ending December 31, 1956, came to \$10,587,601. This figure, less \$2,288,412 in salvage, accounts for the \$8,199,189 mentioned earlier.

The claims range from above \$500,000 (clothing, new furniture, and new machinery) to below \$10,000 (dyestuffs, explosives, (Please Turn to Page 77))

Loss and Damage Claim Statistics

For the 12-month period ending Dec. 31, 1956, as reported by 96 motor carriers in a survey conducted by the ATA National Freight Claim Council

| CAUSE SYMBOLS | | | A | B | C | D | E | F | G |
|----------------------------|--------|-----------------|-----------|---------------------|---|------------------|--------|---------------------|---------------|
| Commodities | % | Total (Dollars) | Shortage | Theft and Pilferage | Improper Handling, Unloading or Stowing | Concealed Damage | Delay | Defective Equipment | Wreck or Fire |
| Agricultural Implements | 0.28 | 29,910 | 12,935 | 7 | 10,576 | 4,798 | 742 | 10 | 842 |
| Air Conditioners | 0.78 | 82,110 | 12,105 | 24 | 37,001 | 31,191 | 438 | 155 | 1,196 |
| Alcoholic Beverages | 1.81 | 191,974 | 33,519 | 70,778 | 52,773 | 6,784 | 76 | 341 | 27,703 |
| Aluminum | 1.03 | 108,649 | 12,604 | 125 | 43,656 | 9,218 | 215 | 4,366 | 38,465 |
| Aluminum Articles | 1.04 | 110,015 | 29,459 | 393 | 58,886 | 15,929 | 837 | 1,970 | 2,541 |
| Auto Parts, Accessories | 3.52 | 372,336 | 192,496 | 8,055 | 91,135 | 47,432 | 1,436 | 10,450 | 21,332 |
| Batteries, All | 0.79 | 83,384 | 16,619 | 106 | 46,572 | 14,443 | 80 | 1,761 | 3,803 |
| Bldg. & Paving Materials | 2.75 | 291,523 | 40,040 | 32 | 177,385 | 53,817 | 1,499 | 10,135 | 8,615 |
| Chemicals, Liquid | 0.82 | 86,862 | 16,239 | 89 | 59,374 | 5,560 | 2,186 | 1,300 | 2,114 |
| Chemicals, Other | 1.27 | 134,427 | 23,366 | 194 | 64,792 | 6,033 | 347 | 15,873 | 23,822 |
| Cleaning Compounds | 1.02 | 107,885 | 30,833 | 1,624 | 59,605 | 10,076 | 516 | 4,599 | 632 |
| Clothing | 4.88 | 517,172 | 272,675 | 92,348 | 57,712 | 19,647 | 18,139 | 33,364 | 23,287 |
| Coal Tar Dye, Dyes | 0.07 | 7,592 | 1,353 | 11 | 2,605 | 1,617 | 45 | 81 | 18,880 |
| Confectionery, Candy | 1.81 | 191,303 | 59,109 | 2,992 | 80,522 | 19,135 | 3,799 | 21,548 | 4,198 |
| Cosmetics, Toilet Prep. | 1.13 | 119,296 | 48,292 | 1,495 | 44,802 | 21,403 | 123 | 2,280 | 901 |
| Cotton Piece Goods | 2.81 | 308,239 | 99,294 | 14,380 | 88,151 | 13,326 | 3,878 | 72,020 | 17,190 |
| Cotton Yarn | 0.26 | 27,335 | 6,851 | 57 | 9,529 | 2,305 | 308 | 7,436 | 849 |
| Drugs & Medicines | 1.02 | 107,760 | 37,262 | 2,955 | 42,468 | 13,968 | 460 | 2,713 | 7,934 |
| Dry Goods & Notions | 1.17 | 123,685 | 70,473 | 9,202 | 16,472 | 9,566 | 2,547 | 12,036 | 3,389 |
| E-Ware, G-Ware, Ceramics | 1.40 | 148,052 | 18,278 | 276 | 36,976 | 88,213 | 56 | 1,163 | 3,090 |
| Electric Appliances, NOI | 2.50 | 264,395 | 98,412 | 13,774 | 67,591 | 66,814 | 818 | 9,147 | 7,839 |
| Explosives | 0.07 | 7,477 | 2,662 | 67 | 2,288 | 1,455 | 3 | 156 | 846 |
| Foods, Frozen | 0.61 | 64,423 | 4,535 | 96 | 37,933 | 5,756 | 1,516 | 3,300 | 11,287 |
| Furniture, New | 5.34 | 565,730 | 37,833 | 1,073 | 198,301 | 315,452 | 1,235 | 2,915 | 8,921 |
| Glass & Mirrors | 3.05 | 323,380 | 14,704 | 128 | 166,485 | 138,582 | 131 | 909 | 2,441 |
| Groceries, Food, NOI | 4.39 | 465,107 | 126,762 | 3,076 | 260,060 | 24,731 | 5,745 | 28,143 | 16,590 |
| Hardware, NOI | 1.55 | 164,599 | 80,598 | 5,823 | 39,494 | 23,344 | 1,594 | 5,321 | 8,425 |
| Hosiery & Socks | 1.14 | 120,296 | 74,463 | 28,361 | 6,827 | 1,726 | 512 | 3,126 | 5,281 |
| Household Goods, Used | 0.34 | 35,830 | 7,978 | 70 | 14,518 | 11,015 | 38 | 838 | 1,373 |
| Iron & Steel | 1.58 | 166,899 | 38,888 | 91 | 75,683 | 8,843 | 691 | 30,004 | 12,699 |
| Iron & Steel Articles, NOI | 3.70 | 392,209 | 136,447 | 4,083 | 138,025 | 82,586 | 2,499 | 13,414 | 15,155 |
| Lamps & Shades | 0.73 | 77,808 | 7,232 | 700 | 19,972 | 48,978 | | 282 | 644 |
| Leather Prod. & Luggage | 0.30 | 31,418 | 7,547 | 712 | 8,129 | 5,832 | 628 | 5,607 | 2,963 |
| Lighting Fixtures | 0.94 | 99,129 | 15,697 | 87 | 35,289 | 41,974 | 325 | 2,547 | 3,210 |
| Machinery, New | 5.93 | 628,154 | 108,210 | 3,155 | 218,878 | 116,946 | 3,579 | 4,646 | 172,740 |
| Machinery, Used | 0.98 | 103,732 | 6,918 | 43 | 41,375 | 13,053 | 30 | 3,781 | 38,532 |
| Marble & Marble Prod. | 0.23 | 24,280 | 880 | | 12,432 | 10,744 | 85 | 52 | 87 |
| Meats | 1.48 | 156,815 | 13,404 | 865 | 102,092 | 4,361 | 5,246 | 18,692 | 12,155 |
| Oil & Grease | 0.21 | 22,530 | 7,955 | 36 | 12,989 | 985 | 239 | 98 | 228 |
| Paints & Varnish | 1.58 | 166,850 | 31,878 | 166 | 110,259 | 14,741 | 257 | 5,962 | 3,587 |
| Paper & Products | 2.93 | 310,331 | 98,163 | 2,232 | 99,107 | 14,110 | 7,779 | 49,799 | 39,141 |
| Plastic Articles | 1.14 | 120,761 | 31,170 | 365 | 59,271 | 21,518 | 1,214 | 4,276 | 2,947 |
| Plumbing Articles | 2.45 | 259,858 | 46,390 | 389 | 123,640 | 85,200 | 649 | 826 | 2,764 |
| Radios, Phonos. | 0.81 | 86,190 | 31,969 | 7,011 | 15,656 | 27,377 | 265 | 2,905 | 1,007 |
| Rayon Piece Goods | 0.48 | 50,576 | 10,704 | 2,689 | 10,279 | 1,416 | 177 | 24,245 | 1,066 |
| Rayon Yarn & Fiber | 0.74 | 77,970 | 9,656 | | 15,194 | 8,290 | 19 | 15,406 | 29,405 |
| Records (Phonograph) | 0.08 | 8,038 | 2,977 | 478 | 1,672 | 2,432 | 54 | 157 | 268 |
| Refrigerators, Freezers | 1.74 | 184,372 | 6,265 | 8 | 80,401 | 93,125 | 100 | 400 | 4,073 |
| Rubber Products | 0.60 | 63,095 | 29,957 | 382 | 18,578 | 6,998 | 820 | 5,375 | 985 |
| Rugs, Linoleum | 0.32 | 33,583 | 3,955 | 50 | 21,455 | 7,780 | 48 | 294 | |
| Rugs, Tufted | 0.92 | 97,547 | 13,576 | 159 | 59,096 | 15,108 | 1,833 | 5,946 | 1,829 |
| Rugs, Others | 0.74 | 78,588 | 10,885 | 902 | 47,631 | 14,892 | 199 | 3,708 | 371 |
| Shoes | 0.70 | 74,637 | 43,926 | 8,414 | 8,543 | 1,494 | 1,928 | 5,575 | 4,757 |
| Shoe Findings | 0.02 | 2,556 | 1,456 | 21 | 557 | 154 | 230 | 21 | 117 |
| Spreads, Chenille Prods. | 0.07 | 7,497 | 2,853 | 277 | 1,857 | 368 | | 1,550 | 592 |
| Stoves, Electric & Gas | 1.02 | 107,588 | 4,933 | 144 | 36,738 | 63,714 | 319 | 371 | 1,369 |
| Stoves, Furnaces, Parts | 1.42 | 149,863 | 21,023 | 191 | 66,588 | 49,586 | 363 | 1,194 | 10,918 |
| Syrups, Flavor, Spices | 0.43 | 45,267 | 8,902 | 80 | 28,784 | 3,013 | 114 | 2,429 | 1,945 |
| TV Sets & Parts | 2.09 | 220,972 | 18,126 | 1,756 | 60,267 | 129,278 | 486 | 1,068 | 9,991 |
| Tires & Tubes | 1.10 | 116,383 | 86,628 | 6,874 | 13,320 | 3,777 | 104 | 453 | 5,327 |
| Tobacco & Products | 0.98 | 104,035 | 28,603 | 13,210 | 27,581 | 4,235 | 382 | 24,497 | 5,527 |
| Toys, Sporting Goods | 1.43 | 151,679 | 59,275 | 12,351 | 42,991 | 28,726 | 1,121 | 2,460 | 4,255 |
| Washers, Dryers | 1.03 | 109,081 | 3,725 | | 40,436 | 62,437 | 156 | 1,511 | 766 |
| Wire | 1.53 | 161,973 | 41,685 | 386 | 55,225 | 18,308 | 141 | 3,675 | 42,553 |
| Woolen Piece Goods | 0.16 | 17,545 | 7,157 | 1,141 | 3,542 | 1,051 | 134 | 1,443 | 3,077 |
| Woolen Yarn | 0.11 | 11,579 | 1,264 | 30 | 4,888 | 1,630 | | 1,063 | 2,704 |
| Miscellaneous | 8.55 | 905,468 | 246,003 | 23,172 | 338,123 | 155,216 | 5,512 | 30,140 | 107,302 |
| TOTALS | | 10,587,601 | 2,728,081 | 350,261 | 3,931,032 | 2,153,612 | 87,045 | 533,328 | 804,242 |
| PER CENT | 100.00 | | 25.77 | 3.30 | 37.13 | 20.34 | 0.82 | 5.04 | 7.60 |

By D. O. Haynes
DA Handling Consultant

A spreading system of modern
roads makes shipments safer



Training and Experiment— Two Keys to Safe Shipping

Forward strides are being made in packaging, rail equipment, highways, and trucks. But, at present, few benefit from these. Here are some steps to help others reduce damages

THOUSANDS of researchers in a wide variety of fields are working on the problem of damages to products in transit.

Forward strides are being made in packaging. But other elements influence the safety of shipments between the packaging line and the consignee's platform. Several important factors over which the average shipper and the receiver have little control have improved safe shipping.

Improvements in rail cars have been along two general lines. Pullman-Standard's cushion underframe draft gear, Hydra-Cushion underframes, and Chrysler trucks have similar objectives. They lessen the harmful effects of impact and reduce vibration.

On the other hand, Pullman-Standard's Compartmentizer cars, Evans' All-Weather boxcars, General American's Airslide cars, and mechanically refriger-

ated cars use innovations which have a direct bearing on the safety of products.

At the same time, improvements are being made in rail operations. Notable among these is the retarder-type classification yard.

Experiments in the practical application of electronics to yard operation lead us to hope that "bad order" cars will become nightmares of the past.

Although over-the-road shipping is less damaging to materials, advances have been going on in this field also. Improved running gear, better suspension, refinements in body construction, and the extension of up-to-date highways have all had beneficial effects. In addition to these, radical innovations are taking place in truck and trailer activities. The Morhaul system, cargo vans which stand on their own four legs for dock-level loading, is one of these. The Thompson Lo-Loader,



Mechanical refrigerator car is well lighted for loading by fork trucks



The Thompson Lo-Loader can be loaded at street level or dock



Piggy-back, in cutting handling and vibration, can reduce shipper claims

Lift operators should be trained before they load rail car or truck



Platforms and ramps are danger spots that operators have to face



Detachable van bodies moved from one vehicle to another cut damage



with its elevator-like body, permits loading and unloading at either platform or street level.

And, of course, piggy-back is radically changing our thinking and techniques in connection with rail, truck, and ship transportation. King-size containers, detachable truck bodies, and trailers are all elements in this latest trend.

Slow Progress

We can review all these wonderful advances but there is an element of irony in the situation. The fact is that few of us are able to take immediate advantage of improvements. Outmoded cars, like old soldiers, do not die—they fade away. This means that the average shipper must still put up with having to load and unload antiquated vehicles. Regardless of how successful retarder yards are, it will be years before they can be set up all over the country. In the trucking field, vehicle turnover is relatively fast. Large fleet operators can acquire trucks and trailers having the latest improvements. But many of us must still be able to load and unload any vehicle that is backed up to the platform.

A gloomy picture? It could be. However, means are available to both shippers and receivers for reducing damage. Two important steps can be taken—concentrate more on crew training and intensify experimentation with new types of equipment.

Crew training, it must be emphasized, should be extended to cover the operators of mechanical equipment. While great emphasis has been placed on dam-

ages in transit, little has been said about damages to products during the loading and unloading operations.

Many outlines of courses for operator training are available. (See *DISTRIBUTION AGE*, March 1958, Page 42.) However, few of these programs include instruction on how to load or unload a vehicle. Those that do, recommend a mock-up freight car made by standing pallets on edge. This early training is followed by experience in driving into actual freight cars. This permits the operator to develop skill before performing work under the stress of actual loading conditions.

Management's Role

Most manuals for safe operation of mechanical equipment show that responsibility for accident prevention is up to the operator. Management also has a duty in this respect. Since it is not practical to include management-level rules in a manual for operators, it may be well to compile a supplementary manual.

A few sample rules from an operator's manual will show how management's responsibility can be pointed out.

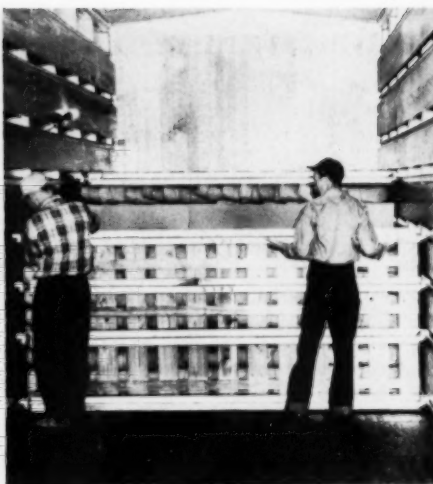
Do not overload trucks. Management, by setting up standard unitized loads, can prevent overloading. When odd-shaped objects are to be moved, determining the load should be the responsibility of a supervisor.

Do not work in dark or semi-dark areas. Floodlights, headlights, and lights with long extension cords that reach inside the vehicle should be provided.

If springs are weak, support truck or trailer bodies
(Please Turn Page)



Pullman-Standard's Compartmentizer is typical of boxcar improvements



GAEX cars, which feature built-in dunnage, provide added protection for rail shipments



Truck Compartmentizer permits safe mixing of heavy and fragile cargo

... Safe Shipping

(Continued from Preceding Page)

with jacks or braces. It is up to management to provide the jacks and braces. If accessories are not at hand, operators will just not bother to use them.

Few Programs

Scarcity of formal training programs for instructing crews in the loading and unloading of vehicles is explained easily. The development of correct loading procedures, particularly the methods of stowing, bracing, and anchoring are not the responsibility of truck or car crew. Only a thoroughly trained and qualified person should be permitted to preplan a load. His duties include specifying the kind and size of strapping, designing the bracings and bulkheads, and providing the crews with the right auxiliary equipment.

Training and instruction for those to be charged with planning vehicle loading are available from various sources.

These may be seminars such as those conducted each year by the Association of American Railroads. The AAR sessions are held in January, April, July, and October, at which time a five-day course is given on "The Proper Preparation of Freight for Shipment and the Loading and Bracing of Freight in Cars." They are held in Chicago. No fee is charged.

In addition to this formal training, another source of information on vehicle-load planning is manufacturers of products used in shipping. These include makers of strapping, car liners, and similar products. Frequently they will demonstrate in the carrier, the proper use of their equipment. They also may provide helpful literature on basic stowing methods.

Some of the railroads have prepared educational films on correct loading procedures. The recently

issued "Storage and Materials Handling Manual" of the armed services devotes considerable attention to proper preparation of loads.

While there are many means for training men at the managerial level, what can be done for the men who actually do the loading?

Training programs for crews may be exceedingly elaborate or quite simple, depending on the carriers, the products, and the number of men. An example of a highly developed plan is the "model" training program used by the U. S. Navy (see DA, April 1957.)

Such programs are not limited to the armed services. The transportation department of a large oil refining

(Please Turn to Page 78)

Modern retarder yards, by eliminating impact of old classification system, have reduced damage to shipment



What's Ahead for the Railroads?

By Wayne W. Light
Transportation Consultant

You may take issue with this writer, but he places much of the blame for the present rail crisis on railroads and governments

AMERICA'S railroads are under examination. This increased interest in rail carriers has found expression in Congress, from within the industry, from the competition, and from regulatory groups.

Each has presented the answers he sees for the immense problems facing the railroads. Most are only part answers and short-range solutions.

As with all problems, the solution of these can be achieved only through a concept of purpose, and an adherence to basic transportation principles.

The present is best clarified by tracing the past, so as to see the growth of the problems and the successive failures to solve them.

The troubles of the railroads are very real. In fact, it is doubtful that the railroads, the public, and governments know how real they are.

A transportation revolution has taken place in this country in the past 50 years. Moreover, it is growing in intensity each succeeding year with dire effects on the nation's economy and way of life. It has become an internecine revolution, developed out of the transition from a transport concept to one of total transportation.

The basic cause of the railroad troubles is the violation of transportation principles which relate need for service to the services rendered. This means transportation adjusted to public needs, instead of the public adjusting to the service offered.

The Basic Cause

The basic cause is not competition by the automotive vehicle. It

is a case of the public having available the kind of service which the motor vehicle makes possible, as compared with the inflexible service of existing public mass transportation.

These difficulties cannot be corrected unless the railroads drastically change their attitude toward other forms of transport. They must accept them in recognition of the need for their respective services, and strive constructively to effect an interrelationship of all transportation forms.

Such a constructive attitude would have a potent effect on the government for creation of a new and enabling transportation policy which would give transportation

a resurgence of prosperity never before enjoyed.

Railroad Heritage

Until about 1905, the "transportation system" consisted of separate, unrelated railways. Until about 1920 they virtually held a monopoly of intercity transport. The rise of competition since then has eliminated the power of individual enterprises to dominate the system.

The heritage from the 1865-1905 railroad era ruled out constructive transportation thinking. Railroads, nursed by federal, state, and local governments, dominated all forms of carriers.

(Please Turn Page)

The Writer Says:

"The troubles of the railroads are very real. In fact, it is doubtful that the railroads, the public, and governments know how real they are."

"The basic cause is not competition by the automotive vehicle. It is a case of the public having available the kind of service which the motor vehicle makes possible . . ."

"Railroads always have resisted every kind of progress offering the slightest hint of competition."

"Both the railroads and the government are following ill-advised, fallacious, and harmful courses."

"The big sums to be spent on our national highway system should include funds to rehabilitate our railways."

"Since every part of the transportation industry is clamoring for relief, it is obvious that efforts to resolve the problems have failed."

"Universities have been educating students for jobs in operations . . . Transportation, as such, is not to be found."

What's Ahead...

(Continued from Preceding Page)

Governments were extending land and populations. Railroads were a means to this end. Therefore, transportation's basic principles were neglected. Railroads were regarded as private property for personal and banking wealth. Consequently, they were a new form of taxable properties.

Railroads lost their pioneering spirit. They continued to live, however, in a climate of technocracy, finance, and monopoly. Following a misguided concept of their mission "in transportation," they turned to competition with each other. Speed, "comfort," technological advances, gadgets, and ideas which had little bearing on transportation and distribution of the whole were stressed.

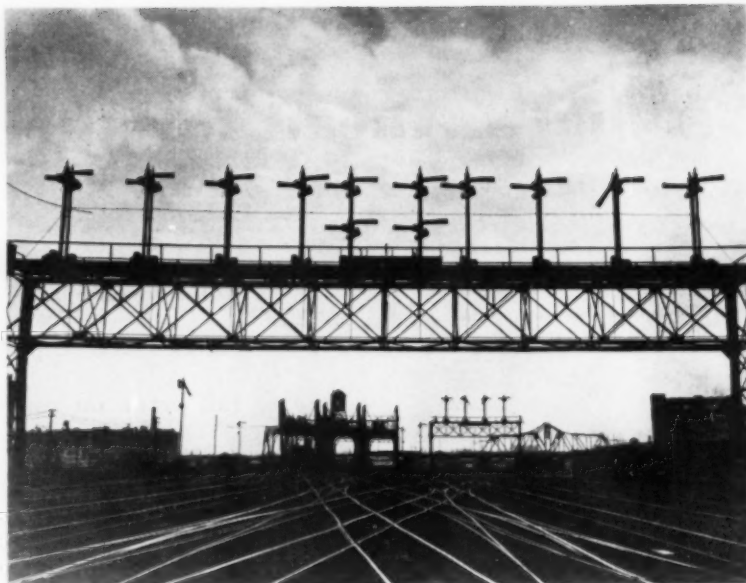
The automotive vehicle opened the way for total transportation with integration of pickup, transport, and delivery. This opportunity was not even considered by either the railroads or the government. Consequently, demands by the economy for a total transportation service forced the truck into competition with railroads.

Railroads previously had obsoleted earlier forms of transport. This alerted them to prevent the rise of any possible competitor.

In many cases destructive tactics were selected as the most effective defense. Railroads always have resisted every kind of progress offering the slightest hint of competition. Highway bridges and tunnels, for example, were opposed as threats to railroad ferry services. The same defensive tactics have continued to the present day.

By challenging automobiles, trucks, buses, airplanes, and trailerships in order to eliminate such competition—by way of the mirage of equality of treatment—the railroads have been draining their strength. This policy has brought them close to bankruptcy or socialization and deprived the shipper of new developments and techniques.

Apparently it has never been understood that such competition



is mandated by the needs of this modern economy. This force transcends all claims, lamentations, and partisan propaganda of an outmoded heritage which has failed to adapt its resources to the public interest.

Meanwhile, a veritable jungle of confused competition exists. It is perpetuated by a mixture of politics, varied interests, and never-ending theories. These theories try only to adapt obsolete concepts of rights, policies, and regulations.

Present Crisis

The railroads' current lamentations are basically real. They would deserve consideration if they were not presented in a manner that totally ignores the rightful existence of other forms of transport.

Transportation always has been the bottleneck of the nation's economy. The costs of railroad operations have been constantly mounting. Income has diminished. Rates have grown higher, but services did not expand.

They have admitted that their backs are to the wall. This, however, was done in a way that connotes a declaration of war against every possible competitor.

Railroads say they do not want subsidies. But they do want,

among other things, subsidies to their competitors discontinued. They also want greater freedom to run their businesses.

This is no time for pleading for help against legitimate competition. The railroads lost their business partly because of shortcomings, and partly because of antiquated public policies. This resulted from trying to protect their "ivory towers" rather than keeping up with changing needs.

This is the root of the problem. Both the railroads and the governments are following ill-advised, fallacious, and harmful courses. The railroads are striving to eliminate "unfair" competition. The governments on the other hand have no objective other than to interpret and perpetuate outmoded concepts. They are not necessarily at odds with each other. But, they cannot avoid mutual distrust.

Meanwhile, a dwindling transportation economy, harassed governments, and an exasperated, long-suffering public are the results.

Total Transportation

Railroads no longer represent the transportation industry. They should however. Not because of their investment and special pleadings but because of their



ability. They can be a most important mass transport facility if their managements and the governments harmonize all transport services in a total transportation system.

This is no time for the railroads to die in defense of an outmoded concept of monopoly. This is especially true in view of the tremendous opportunity for occupying a more profitable and stable service position than ever before.

Railroads originally thought automotive transport unworthy of recognition. It was unorganized, had no financial standing, and did not rate with the well matured railroad industry. Also, it was a competitive threat.

Since pickup and delivery was responsible for 85 per cent of all the handling of goods in the country, the truck rapidly came into general use. Because it was capable of combining all services, it was forced into competition with the railroads. It gave service under a single responsibility. Multiple loading and unloading were reduced. Paper work was minimized and labor cut.

Even this did not rate with the railroads as a legitimate part of the transport movement. It was not within their experience and did not square with their ton-mile method of rating volume of

business. This did not help the government to reconcile public demand with a logical and constructive concept. As a result, it developed a confused and improper attitude toward the two media of transport.

After 25 years of resistance, the railroads were led, defensively, to contract for "store-door-delivery" by truck. This was a belated and inept recognition of the demand for a total service.

Fight Begun

Seeing that the motor truck was here to stay, the railroads began to fight instead of acting constructively. They raised segmental issues that were controversial at all levels. These included excessive and discriminatory taxes and subsidies; free roads against railroad ownership of rights of way; controlled and discriminatory rate structures; and obsolete regulatory practices.

While patently partisan by themselves, these claims merit consideration in a total study. The next effort, already initiated, will be to seek permission for railroads to engage in all other forms of transportation competitively. This would be competition in its worst form—untenable and suicidal to the railroads and fatal to the economy.

Piggy-back operations evidence the unwieldy type of competition being waged by the railroads. The antiquated Federal policy is responsible for railroads obtaining authorization for this kind of piggy-back.

This service, however, suggests a vitally important principle of inter-penetration of traffic in contained merchandise among common carriers. In this the motor carrier substitutes railway service for the long haul highway operation.

This would be a sound operation for the railroads. It would achieve the return of the business which they lost to the long haul motor trucks. It would produce a greater margin of profit than formerly enjoyed and greater than that produced by hauling their own truck trailers.

New Policy

Of course, the Federal transportation policy would have to be revised. The problem is to simplify operations at all levels for the sake of greatly improved services at less cost and more profit to the carriers. Railroad rates to the trucking operators would have to be based on operating costs.

Railroads, if operated as part of a total transportation system are necessary and invaluable. They should be the keystone of such a system. Therefore, the railroads can and should be saved. Not for their individual sakes, but for the sake of total transportation. On the basis of such an objective concept, appropriate tax relief, other governmental subsidies, and a complete revision of the regulatory system would be resolved as imperative to the public welfare.

Railroad mergers would be harmful rather than helpful to their basic economy. They do not contribute to the elimination of the real cause of the trouble. They would be only short-term economic palliatives. Any reduction in operating expenses would be greatly offset by loss of the competitive incentive.

Necessary financial aid must come from the respective Federal, (Please Turn to Page 80)

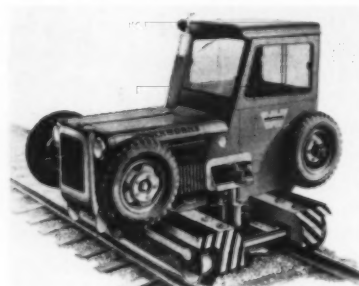


PRODUCTS

... FOR FURTHER INFORMATION

Mobile Car Mover

Whiting Corp. has added a new improved Trackmobile, the 3TN, the only mobile car mover available. Its design permits it to run on either road or rail. A six-cylinder engine,



the most powerful ever installed in a Trackmobile, enables the unit to develop 13,000 lb of drawbar pull, enough to move several fully loaded freight cars. The torque converter offers multiplied and smooth application of power, and the hydraulic transmission simplified gear ratio changes.

Circle 30 on Card Facing Page 51

Top for Lift Trucks

Canvas cab covers and framework for lift trucks are manufactured by

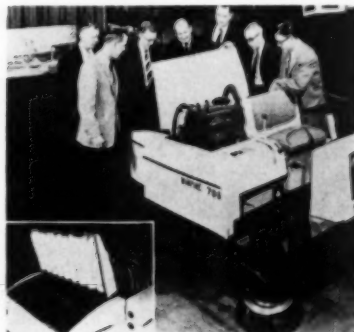


D & M Truck Top Co. These covers provide protection from the weather and keep the driver dry and comfortable.

Circle 31 on Card Facing Page 51

Power Sweeper

The Wayne Mfg. Co. announces two new power sweeper models 705 and 706, designed to sweep both in-

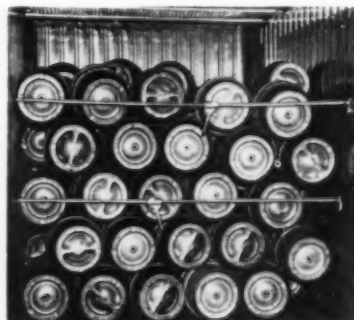


doors and out. Patented Filter-Vac dust control system eliminates the emptying of a dust bag when cleaning the filter system. Dust laden air passes through a series of filter sleeves and deposits dust directly into the hopper. The sweepers will pickup waste matter ranging in size from fine dust to large beverage bottles.

Circle 32 on Card Facing Page 51

Load Protectors

Load Stops, offered to the trucking industry by the Load Stop Mfg. Co., eliminate the need for chain-type load retainers. They are used specifically to hold loads in place while trucks are in transit. Friction-type



jacks adjust the length to fit all truck sizes. Pads on either end, made of heavy-duty rubber, hold the Load Stop firmly in place, either parallel to the back of the truck or up to a 30-deg angle. Constructed of steel, they fit in place in seconds.

Circle 33 on Card Facing Page 51

Boxcar Door Opener

Improvements in the Model H One-Man car door opener, offered by the Nolan Co., have further increased its efficiency in opening and closing balky freight car doors. A specially constructed hook with clevis attachment to the body of the car door opener now permits its use on any



type of freight car door handle. It also permits the tool to line up for a direct pull of the chain into the case. The chain of the car door opener has a breaking strength of approximately 3500 lb.

Circle 34 on Card Facing Page 51

Truck Loading Conveyor

Bags and packages can be delivered directly to the stacking point in a rail car or truck with a new extendable conveyor by Power-Curve Conveyor Co. Power-driven, it can be extended up to 51-ft. Retracted it is



17-ft long. The conveyor automatically compensates for variations of dock and truck bed levels. It is mounted on swivel casters for easy movement on the dock. The conveying element is a series of spring belts and grooved rollers. Only 10-in. overall height is required for each deck. Each level is individually powered.

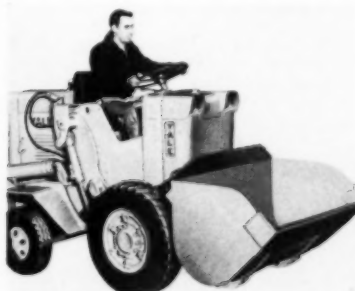
Circle 35 on Card Facing Page 51

and EQUIPMENT

PLEASE USE THE READERS' SERVICE CARD • • PAGE 51

Tractor Shovel

Yale Materials Handling Div., The Yale & Towne Mfg. Co., introduced the Model Y-18 industrial tractor shovel. Five major factors contributing to the greater work capacity of this new model are: A 2500-lb carry capacity; full 6-ft high dumping



clearance; fully automatic torque transmission which eliminates clutch pedal and manual gear changing; rapid acceleration, 0 to 8 mph in 3½ seconds, and a top speed of 13 mph; and 45 deg bucket tip-back at ground level providing the best possible loading action and low level carrying position.

Circle 36 on Card Facing Page 51

Aluminum Shelf Truck

A new all purpose aluminum shelf truck is the new product of the Magnesium Company of America. Designed for material handling, maintenance and commissary uses in in-

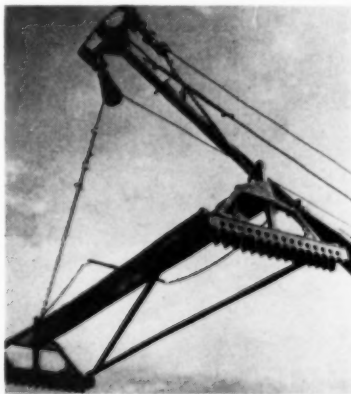


dustrial, its chief characteristics are extreme light weight, high maneuverability, and cleanliness. Available in two standard sizes 24 x 48 in. and 24 x 60 in. with several wheel types, and with more or less shelves as required.

Circle 37 on Card Facing Page 51

Pipe and Tube Lift

New pipe and tube handling equipment, known as Protolift, has been designed and manufactured by Leo Reel-Protolift Co. Produced in 5 to 31

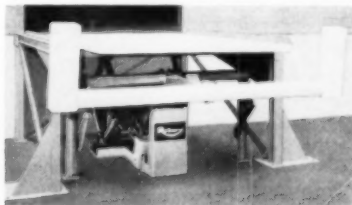


joint units to accommodate all sizes of pipe, over 1300 joints per hour can be transferred from barge to rail car with one operator and two helpers.

Circle 38 on Card Facing Page 51

Loading Dock Ramp

A new mechanical loading dock ramp, completely automatic in operation, has been developed by Rotary Lift Co. An exclusive feature is the



controlled tension spring assembly. The dock ramp is operated by backing a truck into the bumper assembly. This actuates the mechanism, the platform slowly rises, then descends, resting on the truck bed. Within seconds, a clear passage is available from dock to truck for loads up to 20,000 lb. Floating action permits the platform to remain securely on the truck bed at all times as truck heights change with load transfer. When the truck pulls away from the ramp bumper, the platform automatically rises.

Circle 39 on Card Facing Page 51

Box Car Loader

An unusual application of a 16-in., Hi-Type Swiveloader, has been announced by Stephens-Adamson Mfg. Co. This installation features the Swiveloader mounted on a special frame, running on two rails—one along the loading dock—the other attached overhead to a supporting steel framework. The unit rides the rails

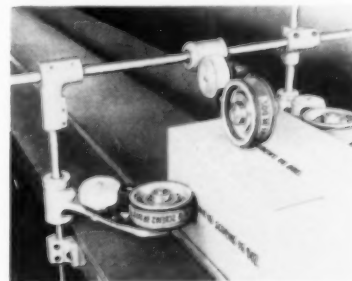


for 200 ft beside a row of empty box cars spotted along side the loading dock. The hand propelled unit is stopped by the operator beside the car to be loaded and locked in place by a brake mechanism mounted on the special frame.

Circle 40 on Card Facing Page 51

Conveyor Line Marker

A conveyor line marker, under the tradename Versa-Matic, has been introduced by the Kregel Mfg. Co.



Inc. This conveyor marker has the printing roller revolving on needle bearings and the transfer roller and ink container revolving in bronze bushings. This results in higher marking speeds, less friction and longer life.

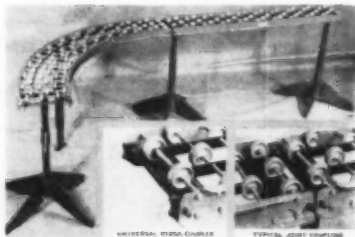
Circle 41 on Card Facing Page 51
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DA NEW PRODUCTS and EQUIPMENT

CONTINUED FROM PREVIOUS PAGE

Gravity Wheel Conveyor

The new Versa-Roll gravity wheel conveyor from **The Belt Corp.**, is designed for transport of boxed or packaged materials. The conveyor sections,



produced in a wide selection of straight and curved 12, 18 and 24-in. widths, are available in enameled steel or aluminum formed channel with choice of zinc-plated steel or aluminum wheels. They feature the universal Versa-Coupler, an exclusive swivel type hook which is used on both ends of all conveyor sections and which fits either end of any other Versa-Roll section.

Circle 42 on Card Facing Page 51

Aluminum Hoists

Coffing Hoist Div. of Duff-Norton Co. has introduced a lightweight aluminum electric hoist. The new coil chain Quik-Lift brings heavy duty

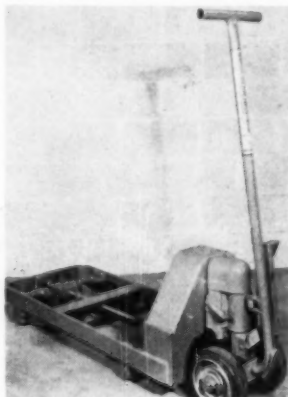


hoist performance and durability to the portable hoist field. Models range from 1/4- to 2-ton capacities, and feature mechanically interlocked push button controls.

Circle 43 on Card Facing Page 51

Hand Lift Truck

A new multiple-stroke, lightweight, hydraulic hand lift is offered by **Barrett-Cravens Co.** The unit weighs less than 250 lb with 48 in. platform and is designed to speed the lifting and

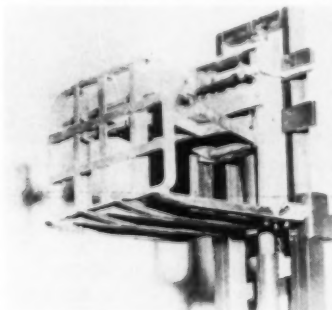


handling of skid loads to 2500 lb. The truck frame has all-welded, ribbed, aircraft type construction which gives unusual strength and stability with desired lightweight.

Circle 44 on Card Facing Page 51

Push-off Attachment

A new mechanical push-off attachment for lift trucks has been introduced by **Kugler Development Corp.** The unit fits quickly and easily on present equipment. Available in one,



two and three ton-capacities, it gives solid full truck capacity performance. The unit can be used on all types of loads including drums, skids, bales, cartons, etc. Pushing frame widths and heights are variable to meet specific needs.

Circle 45 on Card Facing Page 51

Impact Recorders

Impact-O-Graph Corp. recently developed a new shock recorder stylus bracket of a low "g" range (1-15 g's) with a higher natural frequency than



previous models. Changes in design include the use of a rectangular mass instead of cylindrical, aluminum arms instead of brass and a heavier spring. This doubled the natural frequency of similar rated stylus heads.

Circle 46 on Card Facing Page 51

Electric Fork Truck

The Industrial Truck Div. of **Clark Equipment Co.** announces an electric powered fork truck named the Clarklift Electric. The first model, EC-20 has 2000-lb capacity and will travel



up to 6.5 mph both forward and reverse. It has a lift speed, loaded, of 50 fpm. It has a turning radius of 62 in., a length of 67 1/4 in., a width of 34 1/2 in. and a 44 in. wheelbase. The truck is available with either a standard or a Hi-Lo upright. Additional models of heavier capacity are scheduled.

Circle 47 on Card Facing Page 51

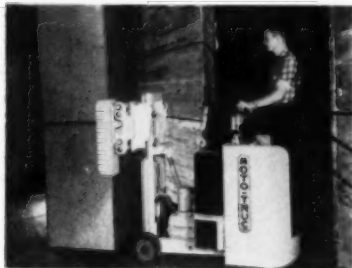
Power Shift Transmission

New power shift Hystamatic drive, is being offered by **Hyster Co.** Its unusually simple, rugged construction with internal oil lines eliminates many problems common to similar type transmissions. Feather touch control, exclusive on the Hystamatic drive, permits operator to retain complete control of travel and lift speed at all times. The unit is available on 3000 and 8000-lb capacity trucks on cushion tires and the pneumatic tired series in the 3000 to 5000-lb capacity.

Circle 48 on Card Facing Page 51

Carton Clamp

A new carton clamp with side shifting device is being produced by **The Moto-Truc Co.** Designed for handling appliance cartons and other stable shipping containers, the new clamp is

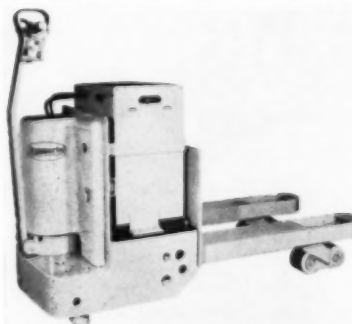


suited for freight car and street truck loading. The clamp arms are extremely short and thin and they facilitate close order stacking and easy maneuvering in confined areas. The shorter than conventional carton clamp arms provide adequate clamping area to safely pick up loads, yet prevent damage to shipping containers.

Circle 49 on Card Facing Page 51

Heavy-Duty Walkie

A low-lift pallet truck capable of handling loads up to 15,000 lb has been announced by **Automatic Transportation Co.** This truck is designed to handle steel coils on 52 x 52-in. pallets. The forks are 5 in. high in low position and have a 5½-in. lift.

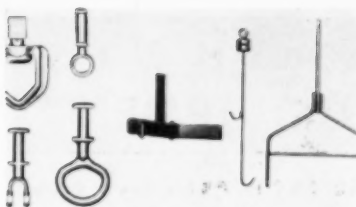


Tandem steel load wheels in the fork assembly help distribute the weight more evenly over the trucking surface. Each fork is 7 in. wide and the space between them is 14 in. Minimum required right angle aisles with 52 x 52-in. pallet is only 79 in., with 3 in. between unit loads.

Circle 50 on Card Facing Page 51

Conveying Systems

An enlarged line of engineered attachments and carriers for its overhead trolley conveying systems is offered by **The Alvey-Ferguson Co.** A-F has engineered many new types of carriers to move each specific product efficiently on its engineered overhead trolley conveying systems. The proper type of carrier facilitates loading and unloading, gives added pro-



tection against breakage and, in the case of smaller parts and products, enables each trolley to carry a larger unit load.

Circle 51 on Card Facing Page 51

Explosion-Proof Lift Truck

Revolver Co. is the manufacturer of a new power lift truck for use in explosion hazardous areas. Known as the 54.00 Go-Getter series, it is specially designed for Class I, Group D; Class II, Group G; dust or fume



laden areas. It is available in a complete range of low-lift platform models, low-lift pallet types, high-lift platform type models, high-lift form straddle type, tractor, and the high-lift fork counter balanced tilt type.

Circle 52 on Card Facing Page 51

Mobile Radiotelephone

Kaar Engineering Corp. announced that it has developed a new low-priced FM mobile radiotelephone that can be licensed for use by any citizen of the United States for communicating between vehicles and fixed points,

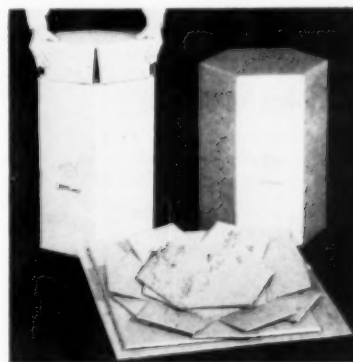


from one vehicle to another, and between two or more fixed points. The new unit is available as a complete single package, suitable for mounting under the dash of a vehicle or on any flat surface.

Circle 53 on Card Facing Page 51

Shipping Container

An entirely new construction principle for corrugated containers called **Drumpaket**, has been introduced by **Gaylord Container Corp.** Div. of **Crown Zellerbach Corp.** Gaylord, who introduced the Drumpaket, the original interlocking tube and cap construction secured by steel strapping on the outside of the container, will introduce a



box in which this principle is developed on the inside of the box. This permits self-locking of the top and bottom caps into the body and eliminates the need for any closing equipment, steel strapping, adhesives or tape. The Drumpaket can be manufactured in a variety of sizes ranging from 2½ to 62 gallon capacity.

Circle 54 on Card Facing Page 51

Folding Electric Lift

A low-cost, electric-hydraulic lift that folds under the truck bed has been developed by **Maxon's Mfg.** Known as the **Tuk-A-Way**, the lift is designed for use on ¾-ton vehicles and will handle loads up to 1000 lb.



Operation is simple, involving button and valve control. The mechanism does not operate from the truck motor. It is available for either fleet or single truck operators and is built 23-in. and 48-in. plate sizes.

Circle 55 on Card Facing Page 51
(Please Turn Page)

DA NEW PRODUCTS and EQUIPMENT

CONTINUED FROM PREVIOUS PAGE

Protective Fabric

Facilon Corp. has developed a new vinyl coated nylon fabric known as Facilon. It has great flexibility, high



tensile strength and comes in a wide choice of weights, widths and colors. The fabric is 100 per cent waterproof, is resistant to rot, mildew, acids, chemicals, and rugged weather conditions.

Circle 56 on Card Facing Page 51

Freight Cart

A new type of four-wheel Floor-Master freight cart with a removable and replaceable hardwood deck has been introduced by Lewis-Shepard Products, Inc. Completely steel-bound for protection from undue wear-and-

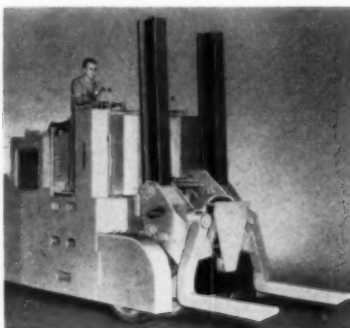


tear, the 3/4-in. hardwood deck is replaced simply by removing six screws. For additional protection, formed-steel deck ends are included on all carts as standard equipment. The L-S carts are offered in capacities to 2000 lb, with 6- or 8-in. wheels of rubber or plastic. All have a black-board, tubular bill holder, and full-width push bar.

Circle 57 on Card Facing Page 51

Split-Ram Attachment

A split-ram attachment for its fork and ram trucks, engineered to handle steel coils and other cylindrical objects, two at a time, has been developed by The Elwell-Parker Electric Co. Adaptable for handling loads

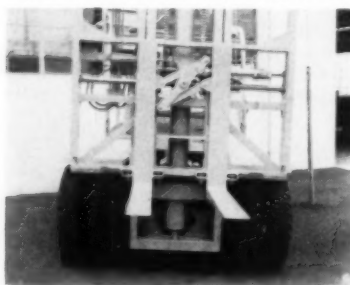


on pallets or skids, the hydraulic attachment provides overall flexibility. The split ram attachment generally is mounted 18 in. above floor level in the low position. It consists of a pair of forged steel rams mounted on the elevator plate and pivoted at the upper end.

Circle 58 on Card Facing Page 51

Hydraulic Fork-Spacer

The Gerlinger Carrier Co. has announced a new fork lift truck with fork-spacer attachment. This unit enables the operator to adjust the spacing of the forks hydraulically to ac-



commodate pallets of different width and loads of various size and shape. It is equipped with a hydraulic side-shift accessory which permits lateral shifting of loads to right or left for more exact load placement.

Circle 59 on Card Facing Page 51

Triple Lift Mast

High stacking ability, plus easy access to low headroom areas, are provided by the Model 460 fork lift truck equipped with triple lift mast announced by Towmotor Corp. Mast's

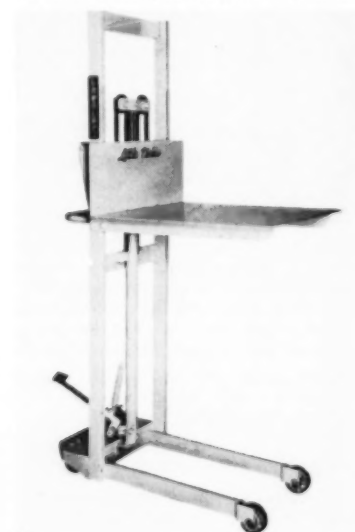


overall height of only 71 in. permits safe entry into rail cars, highway trailers and low-ceiling storage areas. Maximum lift is 144 in. By comparison, a standard mast with a 120-in. lift has overall lowered height of 83 in.

Circle 60 on Card Facing Page 51

Hydraulic Lift

A mobile, compact, foot-operated hydraulic lift and transport truck, Model FPD, is being offered by Langley Mfg. Co. It is designed for all lifting and positioning jobs up to a maximum weight of 750 lb and a



maximum reach of 65 in. off floor. Maximum lift is derived from minimum foot effort. The hydraulic lift system absorbs recoil and prevents sudden failure. Caster steering assures maneuverability and stability.

Circle 61 on Card Facing Page 51

Clamp to Unitize Drums

A small clamp which permits the locking of drums into unit loads has been developed by **Drum Clamp Co., Inc.** The clamps save labor, materials handling, shipping, and storage costs, and are easily adapted to drums, bar-



rels, kegs, and gas cylinders. Each clamp is placed over the T-rings of two drums. Then it is locked with a detachable handle. The unit load may vary from two drums to the entire content of a transportation vehicle. It takes two clamps for joining two drums; four to join three drums; eight to unitize four drums; and 14 to unitize six drums.

Circle 62 on Card Facing Page 51

Cargo Container

Jeta Metal Fabricators, Inc. has developed a standardized shipping van called a Cargo Container. Completely weather-proof, each container is in itself a small warehouse. Enamel

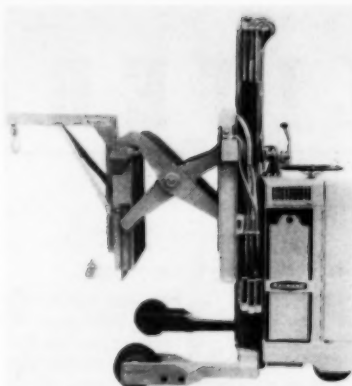


painting inside and out gives a high degree of protection to the all-steel, welded container. Each container has a capacity of 295 cu ft and measures 8 ft 6 in. x 6 ft 3 in. x 6 ft 10½ in. Payload, can be safely boosted to nearly 15,000 lb for commercial use.

Circle 63 on Card Facing Page 51

Boom for Fork Trucks

A special boom and hook attachment now is available on **Raymond Corp.**'s narrow aisle Reach fork trucks for handling odd-shaped loads such as lengths of pipe, slung barrels, etc. Made of welded steel, the length of the boom varies according to application. The reach mechanism extends out over the load, picks it up, and then retracts for transporting. If



the load is to be tiered, the truck elevates the load to the proper height, extends forward and deposits it. It can handle loads up to 4-ft long in aisles only 78 in. wide.

Circle 64 on Card Facing Page 51

Case-Marking Attachment

A new Rolacoder conveyor and case-sealer attachment for marking and coding shipping cases automatically on the production line, has been

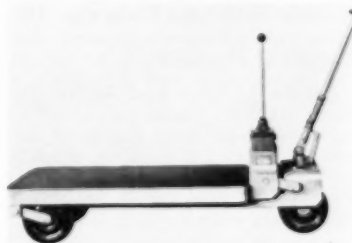


introduced by **Adolph Gottscho, Inc.** Completely re-designed, the new Series 300 Rolacoder markers are streamlined in construction, making them more compact and easier to install in a production line.

Circle 65 on Card Facing Page 51

Skid and Pallet Trucks

The **American Pulley Co.** is offering Load-Lift skid and pallet trucks in four different load capacities, for handling 2000, 3000, 4000 or 6000-lb pay loads. The 2000 and 6000-lb truck has been re-designed. The basic Load-

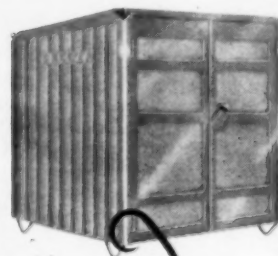


Lift design has been retained with a separate pump handle for raising the load. The trucks feature a self-air-bleeding hydraulic system. Lowering is separately controlled by means of a spring-loaded hydraulic valve.

Circle 66 on Card Facing Page 51

Lightweight Containers

Metal shipping containers are recommended by the manufacturers to accelerate mechanical handling. These containers must of necessity be rigid,



lightweight, and low in cost. One design that meets these qualifications utilizes chemically milled aluminum and steel panels that have been developed by **United States Chemical Milling Corp.** High strength and low weight is accomplished by chemically milling integral ribs into the panels.

Circle 67 on Card Facing Page 51

Heavy-Duty Caster

The **Bassick Co.** has designed and developed a new caster with a wide Canaphin, phenolic-canvas type, molded composition wheel, capable of carrying extremely heavy loads



safely. This special sized caster is desirable where low overall height is important. The caster raises the load only 45/16 in. above the floor and maintains a low center of gravity with easy swiveling action.

Circle 68 on Card Facing Page 51

MORE INFORMATION

For more information on any item shown on these pages, use the Reader Service Card facing Page 51.

**FREE**

LITERATURE

Fork-Lift Truck Brochure

Construction features of three fork-lift trucks are described and illustrated by Hyster in a new brochure. The trucks are rated at capacities of 6000, 7000, and 8000 lb. Operating features and accessibility for maintenance are subjects of two of the five sections in the booklet.

Circle 69 on Card Facing Page 51

Tractor Shovel

A new bulletin on the 404 Trojan tractor shovel has been issued by Contractors Machinery Div., The Yale & Towne Mfg. Co. It is called ideal for heavy-duty bulk materials handling.

Circle 70 on Card Facing Page 51

Giant Steering Trailer

The giant steering trailer used by the Wilhelm Trucking Co. for loads up to 130-tons is the subject of a leaflet published by the West Coast carrier. In combination with a tractor, the vehicle is over 80 ft long.

Circle 71 on Card Facing Page 51

Electric vs. Gas Trucks

"Electric vs. Gas" is the title of a folder prepared by the Motor Generator Corp. The electric truck, battery, and charger are discussed as a team and seven reasons for using electric.

Circle 72 on Card Facing Page 51

Conversion Factor Chart

A wall chart of conversion factors for engineers and other executives has been prepared by Precision Equipment Co. This chart converts inches to centimeters and watts to horsepower as well as many other conversions.

Circle 73 on Card Facing Page 51

Mobile Radio Booklet

General Electric has published a new booklet on two-way mobile radio equipment. The booklet shows the wide range of equipment designed to fit individual needs based on present FCC rulings. It also tells how today's units are engineered with future needs in mind.

Circle 74 on Card Facing Page 51

Stretcher for Strapping

Acme Steel Co. has just released a booklet on its new B5 stretcher for steel strapping. Three pages of pictures show that the new model can be used on almost any strapping job. It is designed to meet the need for a continuous take-up, manually-operated tensioning tool.

Circle 75 on Card Facing Page 51

Heavy-Duty Trailers

Heavy and medium-duty towing trailers, incorporating angle iron construction, are described in a new four-page brochure prepared by SI Handling Systems. The brochure includes specifications of standard trailers and construction options on couplers for use with towing tractors or draglines.

Circle 76 on Card Facing Page 51

Rack Catalog

Unistrut Products Co. is offering catalog No. 610 giving simple step-by-step instructions for assembling its racks to suit various storage needs. Many new ways of utilizing idle vertical space are shown.

Circle 77 on Card Facing Page 51

Lift Truck Guide

Information on lift truck construction, operation and maintenance, data on handling and stacking techniques are contained in the Lift Truck Operator's Guide produced by Towmotor Corp.

Circle 78 on Card Facing Page 51

Hand Truck Catalog

Special purpose hand trucks for plate glass, sheet metal, plywood, pipe, extrusions, and small parts, are included in the new catalog of the Rol-Away Truck Mfg. Co., Inc. Specifications and application shots of these and other warehouse equipment are presented in the 34-page publication.

Circle 79 on Card Facing Page 51

Handling Problems

Speedways Conveyors, Inc. is offering a brochure containing actual reports of 20 different industries with materials handling problems. Each report represents a different type industry, data on a simple installation, and figures showing cash savings.

Circle 80 on Card Facing Page 51

Metal Framing System

A 20-page booklet published by the Versabar Corp. explains a system of metal framing based on the use of continuous slotted steel channel and a series of brackets and fitting which can be mounted at any point. These parts are used to build racks, supports for pipe, wiring and electrical equipment, machine frames, and an unlimited variety of structures.

Circle 81 on Card Facing Page 51

Moving Show Displays

North American Van Lines, Inc., tells pictorially the story of its specialized exhibit display moving service in a ten-page booklet. Along with the explanation of the service is a list of companies which have used it and several user recommendations for it.

Circle 82 on Card Facing Page 51

Electric Fork Truck

A new four-page brochure illustrating and describing a 2000-lb capacity electric fork truck has been published by the Elwell-Parker Electric Co. The truck is designed for those applications where quick handling and tiering of loads in confined areas is an important factor.

Circle 83 on Card Facing Page 51

Vertical Cycle Billing Desk

A new Remington Rand booklet describes its vertical cycle billing desk and accessory equipment. This desk provides a high filing capacity for both active and inactive accounts.

Circle 84 on Card Facing Page 51

Powered Dockboards

Rowe Methods, Inc., has just published an eight-page brochure illustrating its complete line of automatic dockboards. The literature covers non-floating, manual floating, and automatic floating models of its hydraulic dock leveling device. Capacities are 10,000 to 20,000 lb.

Circle 85 on Card Facing Page 51

Aluminum Dock Boards

Information is available from Voltz Brothers, Inc. on Met-L-It aluminum dock boards engineered to your dock requirements. Flush type in design they offer a new approach to railroad car loading and unloading.

Circle 86 on Card Facing Page 51

Rubber Crash Doors

The Natural Rubber Bureau is offering free copies of a recent issue of "Rubber Developments" in which rubber crash doors are discussed. The crash door is a rubber drape—heavy rubber sheet hung on an angle-iron form in such a way that the rubber at the edge farthest from the hinge is free. The doors are opened by the impact of the truck against the sheet. They close automatically.

Circle 87 on Card Facing Page 51

Scale Catalog

An illustrated catalog showing different types of dial scales has been released by The Howe Scale Co. It lists specifications including dial graduations, capacities, platform dimensions, and other key facts.

Circle 88 on Card Facing Page 51

Calumet Harbor Book

The Port of Chicago's Lake Calumet Harbor, its present facilities and future plans, are presented in a booklet prepared by the Chicago Regional Port District. The Harbor is a body of water and land area in Chicago's southeast section. It is on a recently completed expressway.

Circle 89 on Card Facing Page 51

Foreign Forwarder Listing

The Seventh Revised List of Independent Foreign Freight Forwarders Registered with the Federal Maritime Board under General Order No. 72 has been issued. It is published by the Customs Brokers and Forwarders Assn. of America, Inc. The list confines itself to professional, independent foreign freight forwarders, eliminating common carriers, manufacturers, and exporters. Thus, there is no danger of an exporter unknowingly selecting a competitor to perform his forwarding.

Circle 90 on Card Facing Page 51

Barrel Racks

Literature is available from Republic Steel Corp. on barrel racks which permit the handling of stacked or empty barrels and drums with standard fork lift trucks. Barrels can be stacked to any practical height with the new units. They are designed for two- and four-way fork lift truck entry.

Circle 91 on Card Facing Page 51

Battery Service Manual

C & D Batteries, Inc. has available a new service manual including latest information covering industrial batteries on cycle service. It includes photographs, charts, tables, methods of repairs, maintenance, and points on theory of operation, repairs, testing methods, and instruction on correct charging methods.

Circle 92 on Card Facing Page 51

Fire Safety Code

The Fire Equipment Mfrs' Assn. is offering a new "Safety Code For Inspection, Maintenance, and Protection of Fixed Foam Systems." It outlines the three most popular types of foam systems now in use—chemical foam, indoor foam, and outdoor foam. Procedures for recharging, pipe drainage, checking air aspirating devices, hydrostatic testing, etc. are included.

Circle 93 on Card Facing Page 51

Corrugated Containers

A 28-page brochure, "Drumpak Heavy-Duty Corrugated Containers For Major Appliances" is offered by Gaylord Container Corp. It contains case histories of successful "Drumpak" applications in packaging water heaters, stoves, washers, furnaces, etc. Specific cost savings and materials handling advantages are given.

Circle 94 on Card Facing Page 51

Diesel Engines Catalog

Two new diesel engines, Models D-344 and D-516 are described in the 16-page catalog now available from the Engine-Material Handling Div., Allis-Chalmers Mfg. Co. Photographs, cutaways, charts and illustrations explain the operating and performance advantages of the two engines.

Circle 95 on Card Facing Page 51

BOOKS

Handling Applications

"Materials Handling Applications" by D. Oliphant Haynes, a companion volume to the author's already successful "Materials Handling Equipment," has been issued by the Chilton Co. Book Division. It offers practical advice and information on improving a materials handling program at commercial and manufacturing levels. The book is simple and non-technical in its approach.

Emphasizing that the effective and economical adaptation of the materials handling job to the work area is crucial to the solution of all types of materials handling problems, Haynes backs this with basic, how-to information. The text covers individual jobs and entire programs. The author illustrates how such programs can be adapted to all kinds of situations in factories, railroads, trucks, and loading platforms.

Various types of containers as well as the peculiar qualities of different kinds of materials are taken up individually. Haynes details handling techniques, pin-pointing problems concerned with unusual and difficult sizes, shapes, packages, weight, temperature, perishability, and bulk.

Stressing that from 20 to 25 per cent of manufacturing costs go into transporting materials to spots along the production line, in and out of storage, from one place to another, the author gives instructions on how to make a survey and interpret results realistically.

Copies of the 381-page book are

available from The Editor, Distribution Age, 56th & Chestnut Sts., Philadelphia 39, Pa. at \$12.50 per copy.

Yard Planning Kit

Lumber and building supply dealers facing storage and materials handling problems will find some answers for themselves in a "do it yourself" yard planning kit published by the Industrial Truck Div., Clark Equipment Co. With the kit, yard owners can plan new layouts and storage arrangements, estimate what remodeling or new construction is necessary, and determine what materials handling equipment can best be utilized to permit more efficient utilization of yard space.

The Yard Planning Kit costs \$10 and can be obtained from Industrial Truck Div., Clark Equipment Co., Battle Creek, Mich.

Packaging Terms

Packaging Institute announces the Second Edition of the Glossary of Packaging Terms. It contains three times as many terms as the First Edition. Dr. L. V. Burton, formerly Executive Director of Packaging Institute, finalized the editorial work of the Second Edition.

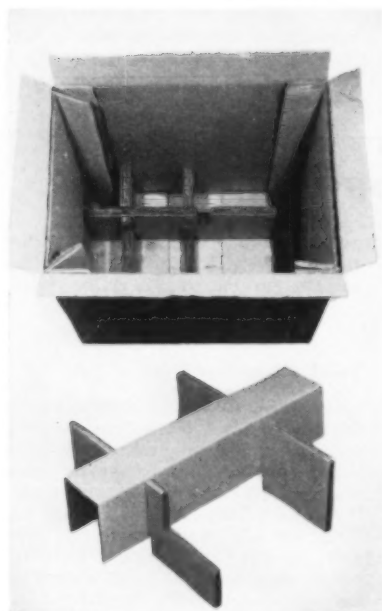
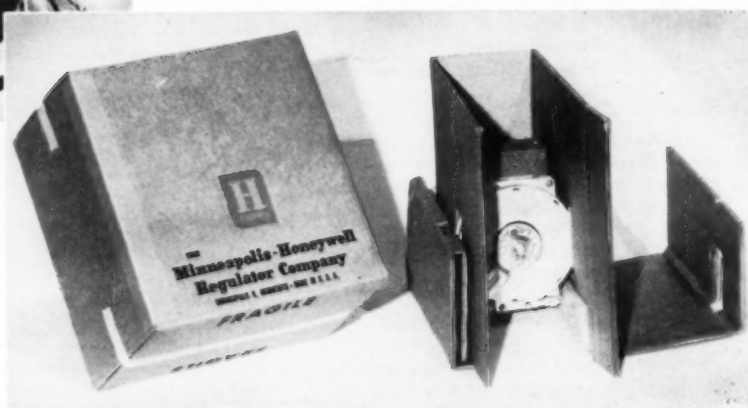
Copies of the 323 page book are available from the Packaging Institute, Inc., 342 Madison Ave., New York 17, N. Y. Price is \$6.75.

For prompt service, use postage-free postcard provided to obtain FREE LITERATURE and NEW PRODUCT information described in this issue. All material is FREE unless otherwise noted.



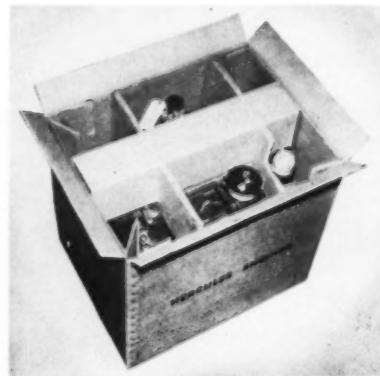
Above: These are materials used by Minneapolis-Honeywell in its old package for Modutrol motors

Below: In new Modutrol Pack, quarter-inch plywood base is joined to inner sheet to hold motor by mounting feet



Empty Hercules container shows the bottom supports of corrugated

A U-shaped pad with die-cut partitions fits over the engine head



Package Planning For Delicate Machines

FOUR manufacturers, aiming at cutting costs in materials, labor, handling, and freight, have simplified the containers in which they ship their easily damaged machinery.

The products involved are a one-cylinder gasoline engine, a rotary oil burner, automatic heating controls, and a six-cylinder gasoline engine. Respective weights of these items are 36, 27, 13, and 525 lb.

These awkwardly shaped products now are shipped in cleverly designed fibre box packages.

The companies which have made new applications of fibreboard to their products are the Clinton Machine Co., of Maquoketa, Iowa; the Hayward Oil Burner Corp.,

Cambridge, Mass.; the Minneapolis-Honeywell Regulator Co., and Hercules Motors Corp., of Canton, Ohio.

Gasoline Engine

Not too many years ago Clinton shipped all its small gasoline engines in separate corrugated cartons with a plywood support attached to the base of each engine.

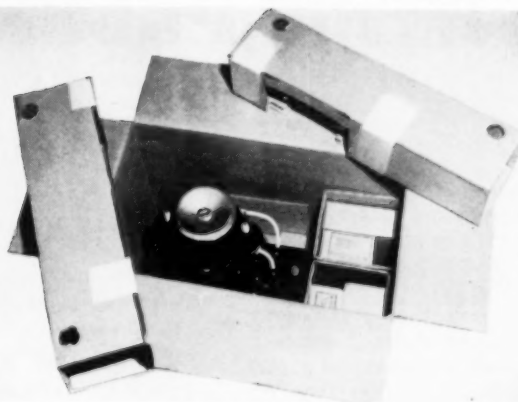
This procedure required individual handling of each engine until it reached the highway trailer. It also meant attaching the plywood, assembling the box, inserting the inner pack, and sealing the box.

Before selecting the new container, Clinton officials took the engine and studied several ways



Clinton's new pack is designed for a pallet load of 36

Hayward's two top die-cuts fit over but do not touch burner's rotary atomizer



**Material, labor, handling,
and freight savings
are results of new packages
used by these companies**

it could be packaged. Then the procedure finally accepted, several engines nested in a single fibre-board box was considered. The number arrived at for a container load was three. With slight changes, the package could be used to ship six different models. It was designed to be unitized 12 packs to a wooden pallet, making a pallet load 36 engines.

After the design was completed, the pack was shipped out for a trial run. Upon return, it was examined and found to do the job. In designing the box, consideration also was given to the size of pallets to be used and the number of boxes to be strapped to each pallet. This early planning was aimed at making best use of high-

way trailers. Through this, Clinton has increased loads from 14,000 lb per trailer to 25,000 lb. This has saved the customer freight of about \$80 per trailer.

Clinton Purchasing Agent Walter J. Melchert says that the customer has converted to fork lift handling and has solved a storage problem by stacking engines eight to ten high. Receiving three engines in each box has reduced the customer's excess paper problem. Packaging cost per engine has been cut about 60 per cent. Another advantage is Clinton's saving of about 28,300 hours or about \$53,000 in handling labor on the packaging line per year. Clinton has saved about 16,900 hours or \$28,000 in shipping dock labor in one year. Fork lifts do all the handling on the shipping dock and the loading into the trailers.

Oil Burner Box

Since a specially designed corrugated box went to work for the Hayward Oil Burner Corp. about four years ago, not one oil burner has been damaged in transit due to failure of the packaging. In addition, the same pack will ship four different models by simply changing the two top die-cut pieces which fit over (but do

not touch) the rotary atomizer.

Two finger holes are placed in these pieces so that the packing can be lifted out without catching on the rotary atomizer and damaging it.

The oil burner is a precision product, carefully inspected and adjusted before shipment. Any distortion could make an expensive service call necessary. The new box has eliminated this expense.

The new container costs \$1.69 less than the wooden cases formerly used. It weighs 9 lb instead of 27. The labor saving is estimated at 20 minutes per burner, by R. E. Skladzien, vice president of the Hayward Corp. The present damage-free shipping record compares with a 20-25 per cent loss and damage record under the old system.

Since the company ships FOB shipping point, this improvement relieves the customer of the annoyances and expenses of adjusting losses. It also saves the customer time in readjusting burners and controls. In addition, the new box carries an advertisement for the company and has a re-use feature for customers who are returning old burners for repairs.

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Integrated Data Processing in the Public Warehouse

INTEGRATED data processing, or automated paperwork, is one of public warehousing's newest "efficiency tools." At Harborside Warehouse Co. this new tool has brought us a three-way pay-off—speed, accuracy, and cost.

We turned to mechanized paperwork in 1952. At that time we installed tabulators, sorters, summary punchers, and synchromatic units linking the key punchers to automatic bookkeeping machines. This equipment services all billing procedures and inventory analysis.

The recent addition of a tape-to-card converter has enabled us to integrate all of the equipment with a teletypewriter. Results of this addition have been encouraging:

1. Speed—we have eliminated two steps in preparing orders for shipments. The two steps, multiplied by our large number of daily shipments, produces a substantial saving in time.

2. Cost—the new method of preparing delivery tickets has eliminated about 75 per cent of the manual typing.

3. Accuracy—elimination of the human error factor is perhaps the most important advantage of the new system. Previously, much warehouse labor was lost through inaccurate shipping instructions. This has been eliminated.

The Old System

Previously, when goods were received for storage a receipt was prepared for each customer. The receipt was prepared by a synchromatic unit, which automatically punched a card for billing and another for inventory control as a by-product of receipt writing.

This warehouseman, who installed integrated data processing in 1952 and recently added a teletypewriter and tape-to-card converter, claims a three-way pay-off for the system

The billing cards were mechanically interfiled with invoice header cards. On due dates an invoice was prepared by running the interfiled cards through the tabulator.

Simultaneously, a single card containing the totals for each customer was prepared automatically by a summary punch. This gave us a compact, up-to-date accounts receivable file. When payments

were received, the summary cards were pulled from an open-item accounts receivable file where they were held. Monthly statements were prepared on the tabulator from the cards in the open-item accounts receivable file.

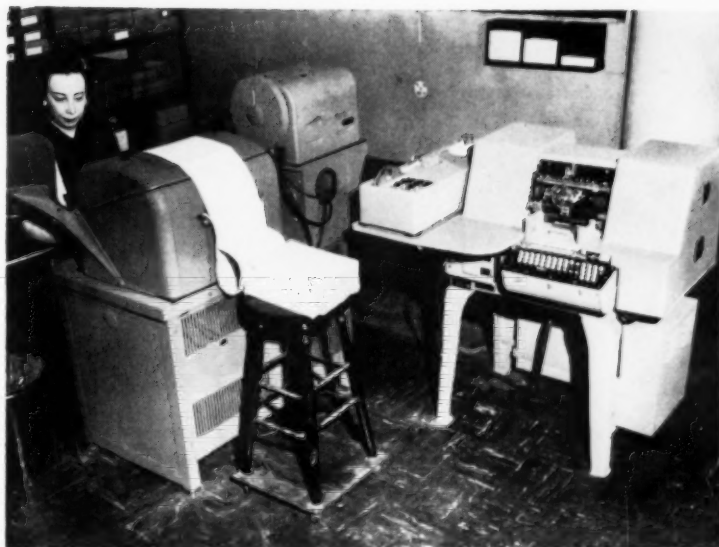
For inventory control we maintained a lot inventory balance file from the cards originally punched on the synchromatic unit. Whenever delivery was requested by a customer, we typed a delivery ticket listing the goods to be shipped. This information then was punched into a new set of cards. These new cards were interfiled with the matching original inventory cards and a tabulation was run showing the old inventory, delivery, and new inventory. Simultaneously, new lot inventory balance cards were punched by the summary punch. This was done to maintain the inventory file on a current basis.

This system was of great help in terms of cutting costs and speeding up the entire office procedure. However, there still was one troublesome step—the need to type delivery tickets and punch new cards each time we received shipping instructions.

This had two disadvantages: First, the possibility for human error existed. Due to the speed



By Richard A. Gage
*General Office Manager
Harborside Warehouse Co., Inc.
Jersey City, New Jersey*



Storage allotments are recorded on teletypewriter (left). Punched tape is fed into Remington Rand converter (right) which produces cards for inventory



In shipping, original tape is run through teletypewriter, which prepares order

that is necessary, errors in typing the delivery tickets occurred. An error of one number in an order could tie up warehousemen for hours looking for goods in the wrong building. Trucks would be held up, preventing other trucks from getting into the loading spaces. In addition to wasted time, there always was the possibility that the wrong goods would be shipped, and that claims would be entered against us.

Also, time was an important factor. Typing details on a delivery ticket, then punching a new card seemed to be a waste of time. With the exception of the variables of quantity and the date of shipment, all other factors remained constant.

New System

Now, we have eliminated this costly step. Starting from the beginning when we receive a shipment, we use a typewriter to prepare a receipt card for the customer. This machine produces a punched tape which is fed into the tape-to-card converter. This unit, as before with the synchronous, punches two sets of cards—one for billing and one for inventory purposes.

The billing process remains the same as before. However, there is a change in the inventory process.

When a customer requests delivery, we no longer type the delivery ticket and punch a new inventory card. We merely run the original tape through a teletypewriter. The typewriter is set to leave blank spaces for the date and amount of goods being shipped. The date and amount shipped are entered manually, and recorded along with the non-variable data on a new tape which the machine produces.

The new tape then is run on the tape-to-card converter. The converter automatically prepares the new inventory cards.

Customer Tie-In

In the overall, the new integrated system represents a significant step forward in our paperwork processing. It should be noted that we have hopes for additional uses of our equipment. We see the possibility of our customers installing teletypewriters. They then could wire their orders to us. The orders would be reproduced on tape in our offices. The process of conversion to punched cards on the converter would continue as it is now.

The advantage of installing teletypewriters in the offices of customers lies in the further extension of savings in terms of cost

and speed, and an even greater guarantee of accuracy. Customers now are on the phone for hours every day giving us instructions. The cost of teletype messages would be less. Furthermore, there always is a danger of error when messages are given over the telephone. That problem would be eliminated by a direct wire.

This interconnecting system is not in use to any great extent. However, several of our customers across the country do have teletype communication systems with us. Results so far have been excellent. The possibilities for the future are unlimited.

Improved Service

One important advantage of a good mechanized paperwork system is improved customer service. It cannot be measured in terms of man-hours or money, but we are convinced that it is just as important as the tangible items cited.

Since ours is an industry based on service, and since service is our only saleable commodity, continuous service improvements are a must if we are to survive.

We feel that integrated data processing allows our 250 office workers and warehousemen to better serve our customers. This, we maintain, attracts new customers, and builds repeat business. •



The first of a new series is this diesel tractor introduced by White. Cummins engine provides power

This new Fruehauf tank trailer can carry either dry or liquid commodities. It is a hydraulic dump trailer



Loading 300-400 lb more on the front axle is possible with Mack Truck's new conventional heavy-duty tractor

The Anthony Co. has used an aluminum alloy body and frame to cut the weight of this heavy-duty dump body



DA Lineup of Late Models

Truck operators are offered a variety of tractors, trailers, and pickup trucks in latest contenders for positions in U. S. fleets

SHORTER tractors, sleeker pickups, and specialized trailers make up the bulk of new highway equipment rolling off manufacturers' lines this spring.

Reo Division of The White Motor Co. has started off the season with a rugged new series of tandems. Included in the new C-Series are five gasoline-powered 6 x 4s, one gasoline 6 x 6, and two 6 x 4 diesels. Gvws range from 35,000 to 52,000 lb. The C-330 is the smallest. It includes a 7000-lb front axle with 9000 and 11,000-lb axles available. The rear axle is the Eaton 28M tandem with a capacity of 28,000 lb. This new Reo boosts payloads through a 101½-in. bumper to back-of-cab dimension.

Mack Trucks, Inc., has placed in production a conventional heavy-duty tractor measuring only 89 in. from bumper to back-of-cab. It is available in two tractor models. The B-66 is powered by gasoline while the B-67 is diesel.

The short cab measure of these tractors, in addition to permitting use of longer trailers, allows the loading of 300 to 400 lb more on the front axle of the tractor. The 89-in. dimension will permit the use of a 35-ft square-cornered semi-trailer in states with a 45-ft overall length limit.

The White Motor Co. has introduced the first of a new series of diesel tractor models. It will be powered by a 180-hp Cummins engine. The 400-TD



Studebaker is powered by a 92-hp, six cylinder engine. A three-speed transmission is standard, overdrive extra.

Trailmobile is producer of frameless dump trailer Dorsey's Champ series runs in lengths from 9 to 24 ft.



Chevrolet features full-width pickup cargo boxes



Diamond T's new tilt-cab operates on counterbalance

tractor has a rugged chassis of balanced design. Its heavy-duty engine is developed from the components of a tested 220-hp power plant. It incorporates a four-valve cylinder head and operates at low exhaust gas temperatures for top economy.

Diamond T's new series features an aluminum tilt-cab. Expected to receive wide application as a tractor, the 923C series is built to handle payloads from 18-22 tons. The gross combination weight of 60,000 lb can be raised to 65,000 lb by use of optional oversize rear axles. The power plant, a Cummins NH-180 diesel, develops 180 hp.

Three new pickup trucks are making their first appearance on the highway this spring. They are the Chevrolet, the Studebaker Scotsman, and the GMC.

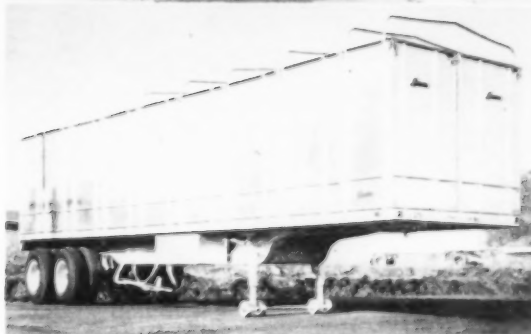
Chevrolet has added three new "smoothside" pickup truck models featuring full-width cargo

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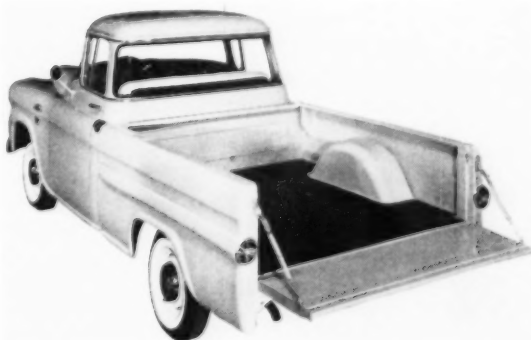
This new DeKalb half-cab is designed for light and medium-duty delivery of steel. It will take 6-tons

Reo's C-Series consists of six gasoline-powered models, two diesels. Bumper to back-of-cab measures 101½ in.



Brown's first flatbed has aluminum panels and tarp bows which permit it to serve as an "open-top" trailer

GMC pickup body is available in 6½ and 8-ft lengths. Short one holds six more bushel boxes than old model



Let's Have Door-to-Door Service for ALL Air Freight

The time has come for airlines to offer full service at a single rate, eliminating the cartage charge as a separate item—this must be done if the ground haul is to keep in step with the air haul

EVERY airline haul becomes a ground carrier haul at both ends of the journey. There always is a pickup and a delivery service to be performed by someone.

The Railway Express Agency always has recognized this and made proper provision for it. So have the air freight forwarders. This may be one reason why the forwarders and REA handled over eight million individual shipments in 1956.

In contrast to their competitors, the airlines have been handling freight pickup and delivery in a much less efficient manner.

Airport-to-Airport

Airline freight rates have been quoted on an airport-to-airport basis. This is based on the theory that shippers would bring out their freight and consignees would call for it at the other end. However, this has not been enough to serve everyone properly. Some sort of regular pickup and delivery service has to be supplied for those who want it.

Shippers sometimes are slow to bring freight to the airports, and consignees often are inclined to take their own time about calling for it. Much of the speed of air transportation is lost because shipments are delayed at airports. Such shipments might be delivered on arrival were the services

provided as part of the through rate.

Long ago the airlines decided individually against going into the trucking business to provide pickup and delivery. They entered into joint contracts with already existing motor carriers through Air Cargo Inc., the airline coordinating agency.

Single Rate Service

However, the time has now come when the airlines should offer full service at a single rate and eliminate the cartage item. Something has to be done to make pick-up and delivery more compatible with air speed. The ground haul must be geared to the air haul. Automatic pickup and delivery of freight would be one way of doing this. This already is under consideration by Air Cargo, Inc.

Motor carriers would, of course, still be paid for the service rendered through Air Cargo. Currently there are approximately 260 contracts with motor carriers for local service. Collectively these contractors were paid about \$2 million in 1956 for their services. They picked up and/or delivered about a million and a quarter shipments that year.

Emery F. Johnson, president of Air Cargo, recently outlined some of the problems of ground handling of air freight that will arise

when jets cut air haul times in half. He said, "This is a bright promise, but it is also going to be a big headache for the ground haul operators. Unless something is done to keep pace with the air haul in the jet era, this phase of air freight service is going to look as if it was afraid of progress."

"For example, what good is it going to do to move a shipment from Miami to Washington in an hour and a half, if that shipment is going to take longer than that to travel from the airport into the hands of its consignee—or, worse yet, if that shipment is going to lie around on the airport waiting to be picked up by the consignee?"

As Mr. Johnson put it, "Jet times are going to throw the spotlight on ground haul times. Unless we do everything possible to improve this area, the cartage end of this business is going to stand out like a sore thumb."

Small Shipments Traffic

Air freight is a merchandise service for the most part. It is concerned with small shipments of less than 100 lb on the average. It is in this area that the ability to ship from door-to-door is essential. Air freight's principal competition also is in the small package field—rail express, air express, and air freight forwarding. Yet each of these competitors



By John H. Frederick
DA Distribution Consultant

gives a door-to-door service for one rate. And each enjoys rather brisk traffic.

Allowance Made

There is no reason why large shippers or receivers of air freight could not receive an allowance for bringing shipments to the airport or collecting them there. It is, however, unrealistic to continue to quote rates as they now are. Such rates make it necessary for shippers to ascertain the line-haul rate and the delivery rate separately, and then add them to see what complete service costs.

If we are to have door-to-door service for all air freight, local trucking will have to be improved. Solving this problem is the job of the truckers.

What's to be Done

The airlines, on the other hand, are going to have to do more than they have so far to solve some of their own problems. These involve improving airport handling between the airplane and the trucks.

Both truckers and airlines must develop better communications and automatic machines to eliminate delays, duplicated effort, and unnecessary paper work. The truckers already have done a lot along these lines. Their new dispatching systems for local pickup

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Anton J. Roper (left) president of Mercury Air Freight, accepts 10th Anniversary Award from Paul A. Diddy, chairman of Local Cartage Committee

Door-to-Door, Coast-to-Coast In Seven Hours or Less

Streamlined techniques that could result in seven-hour delivery of air freight, door-to-door across the country, were forecast last month by a leading air freight authority.

Anton J. Roper, President of Mercury Air Freight, Inc., projected for 1968 a series of ground cartage improvements, now on paper, that would streamline the air freight industry.

The 1968 picture for door-to-door deliveries of air freight, according to Mr. Roper, would include "a receiving point in almost every major building, certainly in every major section," the dispatching of trucks by electronic tape, and "push-button conveyor belts" to carry freight between airlines at each airport and the ground carrier's terminal.

Indicating that "air freight is actually truck-air-truck freight," Mr. Roper outlined the route of the future:

"An outbound shipment is picked up at any time of the day within minutes after the order is received by the driver via electronic tape. Over a super-highway or by helicopter, it is moved to the ground carrier's airport terminal, where it is sorted automatically. It is stacked in a bulk container destined for one airline or, possibly, one flight. At the airline freight terminal, it is received and sent to its destination city. There a similar system expedites the shipment to the consignee.

"In 1968, then, the distance between city and airport may very well be cut to minutes. With a four-hour jet air trip to Los Angeles, a New York shipment could complete its door-to-door route across the country in as little as seven hours. And same-day delivery of westbound air freight anywhere in the United States could very well become routine."

Mr. Roper addressed a group of airline freight representatives at a dinner sponsored by Air Cargo, Inc., commemorating Mercury's tenth anniversary as official air freight ground carrier for Greater New York.



Gilbert J. Stecker



F. D. Bateman



Philip G. Kuehn

THE 67th Annual Meeting of the American Warehousemen's Association must go down as one of the biggest and best to date. Almost 700 warehouse people attended the March 10-13 gathering in Dallas, Tex. Meeting jointly and in separate sessions were both divisions of the AWA—the National Association of Refrigerated Warehouses and the Merchandise Division.

Gilbert J. Stecker, president and director of Merchants Ice and Cold Storage Co., was elected general president. He succeeds Ray-

Merchandise Div.

Pres.—F. D. Bateman, Chicago, Ill.
V.P.—J. B. Craddock, Jr., Fort Worth, Tex.
Treas.—R. C. Greeley, Cleveland, O.
Executive Committeemen—C. G. Groel, Jr., New York, N. Y.; M. M. Stern, Kansas City, Mo.; F. P. Ellis, Jr., Mobile, Ala.

General Officers

President—Gilbert J. Stecker, Louisville, Ky.
Vice President—Charles J. LaMothe, St. Louis, Mo.
Treasurer—W. A. Morse, Minneapolis, Minn.

NARW

Pres.—P. G. Kuehn, Milwaukee, Wis.
V.P.—W. C. Baker, Chicago, Ill.
Treas.—A. R. Carstensen, Sacramento, Calif.
Executive Committeemen—L. J. Urban, Los Angeles, Calif.; R. T. Mackenzie, Dallas, Texas; W. I. Moss, Kansas City, Kan.; J. W. Straub, New York, N. Y.

AWA Elects Stecker

mond M. King, president of King Storage Warehouse, Inc., Syracuse, N. Y. Division presidents elected were: Philip G. Kuehn, president, Wisconsin Cold Storage Co., Refrigerated, and F. Donald Bateman, president of Griswold & Bateman Warehouse Co., Merchandise. All officers are shown in the box at the top of this page.

The morning of the opening day was given to division committee meetings. The first general session was conducted at a luncheon on the same day. Featured speakers were Elmer "Sell the Sizzle" Wheeler, nationally known sales expert, and Joseph F. Leopold, of the National Associated Businessmen.

Another feature of the opening luncheon was the presentation of awards to William Dalton and Wilson V. Little. Dalton was honored for completing 10 years of service as AWA general secretary. He also is executive vice president of the NARW. Little's award was for his past service as general secretary. He preceded Dalton as general secretary, and for many years was executive secretary of the Merchandise Division.

Both divisions went on record in opposition to the federal excise tax on transportation. Separate resolutions were adopted supporting pending Congressional legisla-

tion which would repeal the tax.

The Merchandise Division also adopted a resolution continuing its Uniform Commercial Code Committee until the next annual meeting. The Committee will continue to function "in the best interests of the industry."

Resolutions adopted by the NARW opposed pending legislation which would sanction construction of refrigerated storage space in a federal program for building terminal market facilities, and supporting other pending legislation which would reduce government competition with private business.

Other NARW resolutions commended the McClellan Committee, urged Congress to bring labor unions under the jurisdiction of the anti-monopoly laws, and to outlaw compulsory unionism in all its forms.

Incorporation & Research

The Merchandise Division in a historic move set itself up as a non-profit corporation. The Division became incorporated under the laws of the State of Illinois, and immediately re-elected all incumbent members of its Executive Committee. At the same time it was announced that Division membership had reached 504, for a new record.

American Warehousemen's Association's 67th Annual Meeting attracts close to 700 warehouse registrants. Merchandise Division incorporates under Illinois state law, announces new record membership; National Association of Refrigerated Warehouses initiates research program to study the economics of the distribution of perishable products

At Texas Meeting

A Task Committee report presented to NARW members by Kuehn, Garth Shoemaker, and Earle Hesse resulted in an economic research program. The program, which will be financed by contributions, will study the economics of the distribution of perishables. Processing, refrigeration technology, site selection, transportation, and other phases of distribution will be studied. March 30-31 was set as the date for a joint meeting with The Refrigeration Research Foundation.

Collapse of Time

Another of the joint program highlights was a second day presentation entitled "The Collapse of Time." J. Lewis Powell, from the office of the assistant Secretary of Defense, told how "an avalanche of technology is distorting the business and defense dimensions of the world."

Powell told the warehousemen that we must liberate our thinking from the Model T technology of our college days if we are to stay in front of this onrushing avalanche.

To dramatize his point, the speaker condensed man's 50,000-year history into 50 years. By this "calendar," he pointed out, man stopped living in caves just 10 years ago; five years ago someone

invented picture writing, Christianity began two years ago, and yesterday the Wright brothers flew the first plane.

From this point Powell went on to explain that in our own lifetime we have witnessed more technological progress than happened in the previous 2000 years. This, the speaker explained, is why we must plan for the future if we expect to be able to cope with the future.

Commercial Code

The Merchandise Division's Uniform Commercial Code Committee this year confined its report to the status of the Code. (Past reports also had included a review of the Committee's activities throughout the year.)

To illustrate the AWA stand that the universal adoption of the Code can only result in confusion, the Committee pointed to the Code as adopted by Massachusetts, to become effective Oct. 1 of this year.

The Massachusetts Code, it seems, incorporates provisions not found in the 1954 Pennsylvania Code (the only state with such a Code now in effect). Even the Committee cannot tell which of the two versions will find more favor as time passes.

The Committee Report said, "It

seems beyond question that each act will be greatly affected by what the Law Revision Commission of the State of New York may have to say this year, or next, as to the Code. In fact, both Pennsylvania and Massachusetts are awaiting a further report by the Commission to entertain further amendments to the Code. It is apparent to the Committee that there already is a regrettable lack of uniformity in warehousing law as now in force in Pennsylvania and as may become effective in Massachusetts in October."

Past Presidents

A highlight of the NARW program was a Past Presidents' Panel on the morning of the final day. The panel was moderated by Sheffield A. Kadane, retiring NARW president. It includes Stecker, H. J. Nissen, H. W. Wilson, M. W. Young, F. D. Newell, and A. B. Effroymsen. After expressing confidence in the industry's future, the panelists called for strong industry leadership to justify this confidence.

Earlier in the week Major General H. R. McKenzie addressed the refrigerated group on, "Military Subsistence and You." General McKenzie is executive director of the Military Subsistence Supply Agency. He pointed out that the agency has storage contract rate tenders with 241 public warehouses, and is operating with 58 of the houses. General McKenzie predicted that the industry in the next fiscal year would gross more than \$3 million for storage of goods controlled by his agency.

Although the program was strictly business Monday through Thursday, a certain amount of time was set aside for social activities. A welcome reception Monday night was followed by a bona fide Texas rodeo Tuesday afternoon and a "Night in Texas" celebration Tuesday evening. The Texas Night featured a chuck wagon dinner, range style entertainment, and square dancing.

The week was brought to a close with the traditional President's Reception and Annual Dinner. At the Annual Dinner Retiring President King and Mrs. King received a silver coffee service set from the members. •

Fast-In-Fast-Out via Modern Design

Most of the newer terminals combine beauty and function—with emphasis on function. Everything is geared for quick cross-dock movement of goods



TWENTY-ONE TRUCKS, EIGHTEEN RAIL CARS: Late last year Republic Carloading opened this new Miami terminal. It is twice the size of the former Miami station. It provides space for the loading or unloading of 21 trucks and 18 rail cars at one time.



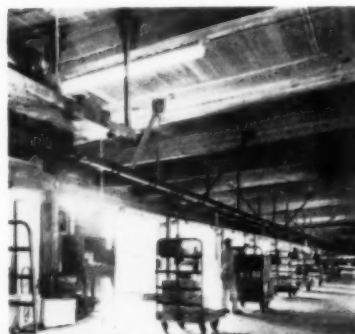
CONSOLIDATED HANDLING, COORDINATED FLOW: These are the claims the new Strickland Transportation Co. terminal serving the greater New York area. It is situated on a six-acre plot.



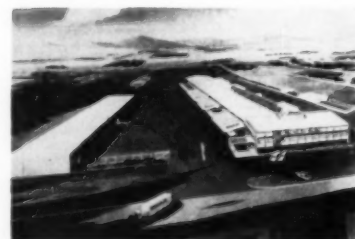
IN-FLOOR DRAG FOR OVER-THE-FLOOR SPEED: T.I.M.E. recently installed this in-floor truck-drag conveyor at its Memphis terminal to speed the operation. The system, laid out in rectangular form, circles the 80 x 220-ft dock about 17 ft from each side. The terminal was opened in early 1956, and the track was built into the dock floor at the time of construction.



ROOM FOR EXPANSION: This new Herrin Transportation Co. terminal is located on a 21-acre site in Houston. It includes a 400 x 80-ft terminal.



SUPER SERVICE FREIGHT-PORT: This is the term applied to Consolidated Freightway's new Portland, Ore., terminal. It features a 1700-ft overhead truck drag system, and 70,000 sq ft of dock space.



CALIFORNIA STYLE: This new \$500,000 terminal belongs to Navajo Freight Lines and is located at Downey, Calif. The 18,000 sq ft dock includes 660 ft of loading space.



LTL A SPECIALTY: Red Star Express Lines built this new Manhattan terminal to replace its former facilities on Pier 39, East River. The move enables the firm to tailor service to ltl customers.

DANIEL P. BRYANT, vice president of Bekins Van & Storage Co., Los Angeles, is new president of the National Furniture Warehousemen's Association. He was elected at the NFWA's 37th Annual Meeting in Palm Beach, Fla., March 16-21. Bryant succeeds William J. Croul, president and treasurer of Riverside Storage & Cartage Co., Detroit.

The meeting theme was, "Workable Solutions for Practical Problems."

Vice presidents elected were: Martin Santini, New York, East; J. W. C. Wright, Jr., Baton Rouge, South; Oliver G. Schaefer, Rochester, Minn., Central, and L. C. Bush, Honolulu, West. Wright was re-elected.

R. W. Fernstrom, of Chicago, was re-elected secretary, and George A. Julin, of Chicago, was re-elected treasurer. New directors named were: Louis W. Irmisch, Buffalo, N. Y.; J. H. Hunter, Jr., Texarkana, Ark.; Frank Burns, Jr., Des Moines, Ia.; Claude Bekins, Seattle, Wash., and E. F. Raseman, Kalamazoo, Mich.

Workable Solutions

The theme was followed throughout — from President Croul's "State of the Industry" message at the opening session through A. D. Bullock's (Security Storage Co.) "Importance of Legislative Activity" on the final day.

The opening session also included a "State of the Association" address by Executive Director Edward D. Byrnes. William L. Sneltjes, of North American Van Lines, spoke on "How to Build a Sales Force." He listed seven "musts" to consider when planning to build a sales team. The "musts" included desire for growth and success, enthusiasm, positive thinking, need for adequate finances and facilities, business experience and knowledge, industry experience and knowledge, and your market.

Sneltjes was followed by Harvey E. Lounsbury, Jr., Lyon Van & Storage Co., who discussed "How To Pay Your Salesmen." The sales portion of the first day's program was wrapped up by Herbert B.

'Workable Solutions' Studied by NFWA

**Daniel P. Bryant elected president of the
National Furniture Warehousemen's Assn.
at 37th Annual Meeting, in Palm Beach, Fla.**



Daniel P. Bryant

Holt, of Bekins Van & Storage Co., who spoke on "How to Control Your Sales Effort." He spoke for Milo W. Bekins, Jr.

George Winkler, Jr., opened the second morning's session on the "Progress of the Funding and Research Program." He presented a progress report of the activities undertaken by the National Moving and Storage Technical Foundation, of which he is chairman.

Henry Pellegrino, Department of Defense, and head of the government's storage and household goods program, reported on the first year's developments of Public Law 245. He said 1200 public warehousemen are under agreement with the agency and 800 are being used currently. He was followed by Virgil E. Freeman, North

American Van Lines, who spoke on, "Let's Humanize the Industry."

D. S. Wooley, Redman Van & Storage Co., Salt Lake City, Utah, spoke on "The Warehouseman as a Transportation Buyer." In pointing out inroads being made on the moving industry by competition, he said the industry's future lies in "adequate and efficient terminals." Tuesday's sessions were brought to a close with a 10-man panel on "How to Fill Our Warehouse Space."

"The Green Dragon Returns," a semi-humorous script started the third day's session.

The script took members through the 11 steps of an order. Participants were: "The Adver-
(Please Turn to Page 88)

ASTT Announces Examination

**Society schedules next examination series
for June 19-20 at about 70 scattered test
centers—candidates must register by May 15**

THE American Society of Traffic & Transportation will conduct its next series of semi-annual examinations on June 19 and 20. Examinations will be given at approximately 70 test centers throughout the country.

Information about the examinations can be obtained by writing F. P. Ryan, PO Box 292, Rochester 1, N. Y. Mr. Ryan is AST&T registrar. Registration should be made as soon as possible, and not later than May 15. Application should be made through Mr. Ryan.

The test series, which qualifies the successful applicant for AST&T membership, consists of five examinations. Four are written tests (see below) and the fifth is an original essay on some phase of the industry.

Candidates take one examination at a time, but must complete all five to qualify for membership. No time limit has been set between the exams. Some applicants wait a year or more between tests.

There is a \$15 registration fee, and a charge of \$15 per exam. The AST&T, however, has worked out a deferred payment plan for those candidates not prepared to remit the full \$90 in one payment.

The examination centers are established for the convenience of the applicants. In most cases, even where only one applicant files from a given city, the AST&T makes every effort to set up the test center in that city.

Following are sample questions from each of the four written tests. These particular questions

were used in the January test series. They are printed here to give the prospective applicant an idea of what to expect, and what to prepare for. Each examination consists of 12 questions, and most of the questions are multi-part.

Examination No. 1

Transportation Economics

1. a. Explain the effects of increases in transport rates on the prices of goods (the methods of increasing rates being considered).

b. What method(s) of increasing rates has (have) generally been used in the general increase cases since World War II? Are changes desirable in the method(s)? Be specific.

2. There is growing opposition among regulated for-hire carriers to both so-called "private" and "exempt" carriers and to freight consolidators. There is also increasing concern by shippers who use these latter carriers and agencies that they will be seriously curtailed.

(Answer b. and either a. or c.)

a. How and to what extent have regulated for-hire carriers themselves been responsible for the development of private and exempt transportation? Explain briefly.

b. How and to what extent have legislative and regulatory policies been responsible for the rapid development of private and exempt transportation? Explain briefly.

c. Is there potential if not actual conflict between the development of both private and exempt transportation and a system of transportation consistent with the needs of commerce, the postal service, and national defense? Explain carefully.

5. "Small shipments" and "short hauls" are major problems to most regulated common carriers. With respect to one type of transport only, discuss:

a. Economic nature of this problem.

b. The extent to which this problem has been perpetuated and aggravated by statutory provisions and regulatory policies. Carrier policies.

c. The principal solutions which have been suggested. Which do you prefer and why?

Examination No. 2

Principle of Traffic Management

3. In Ex Parte 206-A Proceedings, the ICC authorized different percentage increases in rates for rail carriers operating in eastern, southern and western territories. This has resulted in rate disparities to common markets. You are traffic manager of a large manufacturing company located in eastern territory and one of your major markets is on the Pacific Coast. Your primary source of competition for the Pacific Coast is a plant located in southern territory. Do you believe you would be entitled to seek a restoration of the earlier relationship of rates with your southern competitor? Would you seek to accomplish this by requesting a reduction in your rate or an increase in your competitor's rate? What procedure or steps would you take to accomplish your objective?

6. a. Describe circumstances when a legal rate may be a lawful rate.

b. Describe circumstances when a legal rate may not be a lawful rate.

c. Describe circumstances when a rate which has been declared lawful may not be the legal rate.

d. Industrial traffic management was originally founded on the importance of transportation rates and charges to the individual company. Express thoroughly and concisely your views regarding the importance you believe should be placed in a modern industrial traffic department organization upon transportation rates and charges.

11. Certain eastern railroads have proposed the establishment of a Federal Railway Equipment Agency for

Dates

Movers and Warehousemen Meet in Florida

the purpose of financing railroad equipment including freight cars, locomotives, and other rolling stock. Discuss the pros and cons of this proposed equipment financing plan covering such matters as:

- a. The reasons the railroads have proposed the plan.
- b. The subsidy aspect.
- c. The possibility that government ownership might result.
- d. The advantages or disadvantages to shippers which might come from the plan.

Examination No. 3

General Business

4. The outstanding securities of the Minneapolis & St. Louis Railway Company consist principally of common stock and equipment trust certificates. Most other United States railroads have outstanding, in addition to the above types of securities, one or more series of mortgage bonds, debentures and preferred stock.

a. Explain the nature of each of the types of securities mentioned above, and their uses in railroad financing.

b. Discuss briefly the principal differences between methods of financing used by railroads and those used by motor freight carriers; or between methods used by railroads and those used by another form of domestic transportation which you choose.

7. Some transportation economists believe that only through integration of different transportation agencies will this nation achieve its optimum transportation network, services, and prices. Other economists are strongly opposed to integration.

a. Present the arguments on both sides of this issue.

b. Present your own conclusion, and support it with any data, material, or arguments which you feel are needed.

Examination No. 4

Elements of Interstate Commerce

Law and Regulation

2. The need to establish a clear distinction between "contract carrier by (Please Turn to Page 79)

Some 300 warehousemen hear industry experts discuss industry problems:

John W. Geipe named new president

MIAMI BEACH was the scene of the 23rd Annual Convention of the Movers' & Warehousemen's Association of America. Approximately 300 persons attended the March 12-15 session.

John W. Geipe, of J. Norman Geipe Van Lines, Baltimore, Md., was elected president of the Association. He succeeds James O. Delcher, of Delcher Brothers, Jacksonville, Fla.

Other officers named were: Richard H. Suddath, Jacksonville, executive vice president; Joseph W. Engel, Elizabeth, N. J., secretary; and John J. Rapp, Chicago, treasurer.

Regional vice presidents named included: Louis H. Kleinberg, Eastern; Russell Von Der Ahe, Central; O. J. Garrison, Jr., Southern; Gladys I. Theus, Western, and Paul J. Smith, Far Western.

Convention speakers included William J. Burns, general manager of the Movers' Conference of America; J. E. McCormick, of the Military Traffic Management Agency; ICC Commissioner Robert W. Minor; E. D. Byrnes, executive director of the National Furniture Warehousemen's Association, and Guy W. Rutland, president of the American Trucking Associations, Inc.

Burns spoke on "The Role of the Moving Industry in Our Present Day Economy." McCormick's subject was "Know Your Military Service Tender." "Pooling" was covered by Commissioner Minor, and Rutland

brought M&WAA members up to date on activities of the ATA. Byrnes' part in the program was that of moderator of a "Warehouse" panel, in cooperation with Donald R. Markham, assistant NFWA director.

A "Sales" panel on Friday morning was moderated by C. H. Trafford, of Charles H. Trafford Associates. The panel included L. E. Galaspie, director of traffic for Reynolds Metals Co.; E. F. Mundy, general traffic manager of National Biscuit Co., and Miss Kathryn McIntyre, transportation consultant.

Panelists offered advice to the industry on the proper sales approach, presenting their ideas of an ideal sales representative from the moving and storage industry. As the discussion developed, however, the "sales" approach came to include all phases of the business.

Galaspie, for example, suggested that the long-distance haulers be more careful in selecting their local agents, make provisions for moving frozen foods taken from home freezers and refrigerators, accept complete responsibility for all phases of the move, etc.

Other program highlights included "Latest ICC Developments," presented by M&WAA General Counsel Herbert Burstein; a reciprocity report by Mr. Garrison; "Latest Tariff Developments," by R. W. Wilson, chairman of the Rates & Tariffs Committee, and a report on Sto-Pak by Alfred E. Dean, of Dean Van Lines. •

A Policy Tailored for the HHG Industry

Nine endorsements protect furniture warehousemen and customers from loss and damage of goods

By Warren M. Brown, Insurance Consultant

VARIOUS types of warehousing and transportation operations are subject to a wide range of risks peculiar to their function. Such a group is the movers and furniture warehousemen.

The ability of insurance companies to protect warehousemen against these risks can be seen in a policy devised by the Fireman's Fund Insurance Co. and the National Furniture Warehousemen's Assn. A part of this special policy is nine coverage endorsements

which tailor the policy to the needs of business. Here, in brief, is the coverage provided by each:

1. Endorsement A—This protects the customer's household goods, equipment and property of stores, offices, museums, and other institutions. It covers most risks of physical loss or damage from any external cause. Among the exceptions are damage from vermin, processing (unless the result of fire), and minor breakage, marring, denting, and scratching of fragile articles. The limitation in this section does not apply to fire, lightning, theft, vandalism, collision or overturn of the van, or to goods packed and unpacked by warehouse employees.

Each customer is furnished with an "advice of insurance" as evidence of coverage on his property. This may be waived when the agreement to provide insurance covers only the property in storage, including in-and-out transit within 50 miles of the warehouse.

If the customer fails to declare the full cash value of his property, he will recover for damages in the same ratio as reported value to actual value.

The assured has until the 15th of each month to report the values at risk on the last day of the preceding month. A limit of liability and specific monthly rate is sched-

uled for each location. These rates are applied to reported amounts of liability.

For rate making purposes, transit coverage is divided into three parts. These are:

a. In the assured's own vehicles. Among the factors involved in this rate is distance. Intrastate or commercial zone shipments are divided into four classifications according to distance. A separate rate applies to each classification. Interstate shipments are split into two groups—under 500 miles and over 500 miles.

b. Using other van lines. When other van lines are used, a similar division is made between intrastate and interstate.

c. Other divisions. Shipments also may be made via general freight motor carriers, by rail, by air or railway express, or by air freight.

2. Endorsement B—This is the warehouseman or bailee liability coverage (excluding liability as a carrier) in an amount expressed as a percentage of the last reported values at risks at specified locations. An additional rate per \$100 is charged for this protection though it may be written for a flat charge. Property accepted under contract with the government, or held as storage-in-transit under a bill of lading issued by the assured, is excluded. This coverage is subject to a \$50 deductible clause.

3. Endorsement C-1—Carrier liability insurance covers physical loss or damage to customers' property. This must occur while the goods are in the assured's custody or control in the ordinary course of transit or while being held as storage-in-transit. The amount of insurance on any given truck is limited. Parcel delivery service is not insured.

Cargo liability often is carried under a separate policy. This is because the trucks may haul a mixed load of general merchandise along with furniture. Such a policy is written at an over-all rate and usually insures against named perils while the Association policy covers practically all risk.

The \$50 deductible clause in
(Please Turn to Page 116)

trigger-quick to

**SH
a
STO**

**the modern racks that will
any storage problem more
more practically... more e**

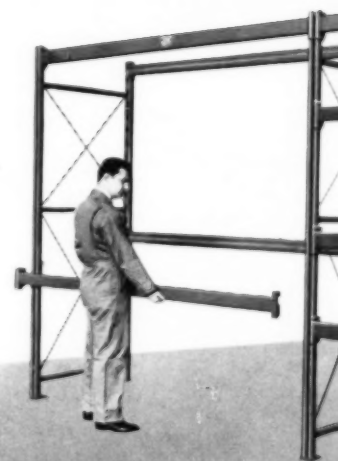


NO BOLTS



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Furniture Warehousemen

A. Coverage Endorsements

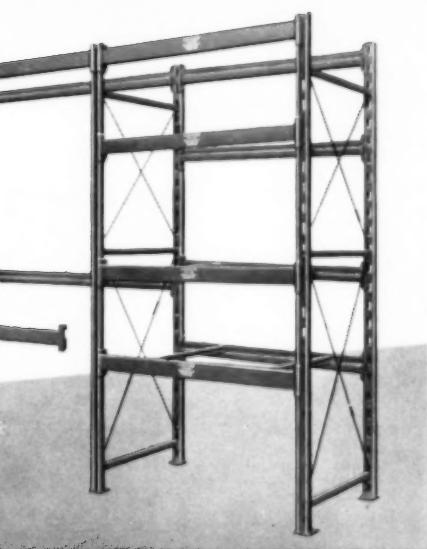
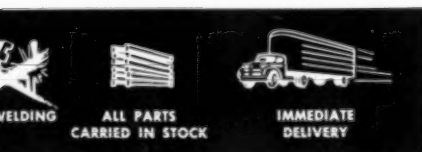
1. A—Loss or damage from external cause.
 - a. In own vehicle.
 - b. On other van line.
 - c. Via other carrier.
2. B—Bailee liability.
3. C-1—Carrier liability.
4. C-2—Same as C-1 except written on gross receipts basis.
5. C-3—Like C-2 but covers Tariffs 53-B and 54-B.
6. D—Covers accrued charges not paid at time of damage.
7. E—Business interruption.
8. F—Goods under government contract.
9. G—Mover's small equipment.

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that will meet
them more efficiently...
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A special consulting service is available to manufacturers of materials handling equipment.



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The right industrial tire saves you as much as 50% on tire costs. B.F. Goodrich makes the right tire for your job — no matter how specialized it is. These pages contain the basic facts about B.F. Goodrich industrial tires. Read them now and learn how you can save money on industrial tires—then keep these pages for future reference.

A TIRE TYPES for EVERY purpose



Pneumatic

For all types of materials handling equipment where cushioning, speed, economy and quiet operation are important. For both high and low speed use.



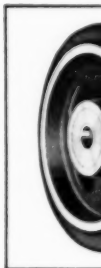
Pressed-On Solid

For industrial power trucks, tractors and trailers. Available in regular or Deluxe Cushion types for extra load protection and maneuverability.



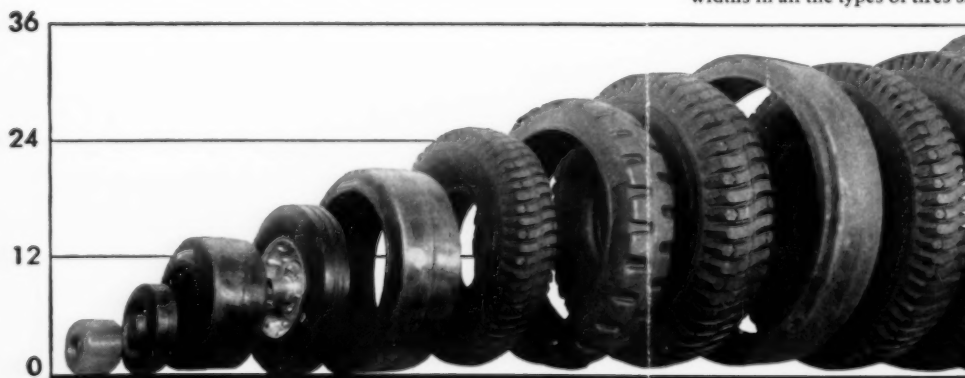
Vulcanized-On Solid

For hand trucks, trailers, push carts, wagons and all other free-rolling equipment. Your choice of compounds to fit the tread to the job.



B TIRE SIZES for EVERY wheel — 3 inches to 3 f

B.F. Goodrich makes industrial wheels with diameters as small as 3 inches or as large as 3 feet! In between, a complete range of diameters and widths in all the types of tires s



shows you how to cut

a tire
— no
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now
then

Caution: because there are so many variables in tire type, size, tread compound and tread design, it takes a tire expert to pick the *one right tire* for a materials handling job. Never order industrial tires without first discussing your problem with a tire expert such as the B.F. Goodrich Tire and Wheel Analysis Man.



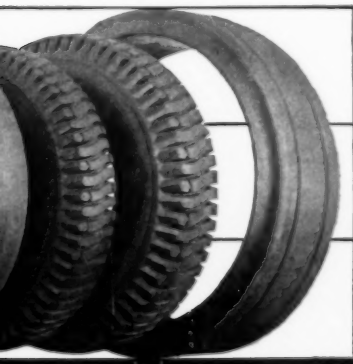
Zero Pressure

Designed for trailers, dollies, hand trucks, wheelbarrows, farm implements and all carriers of medium and light loads. Made with solid or hollow centers, depending on load requirements.

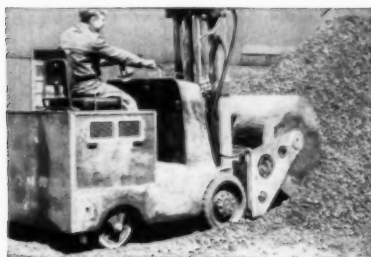


to 3 feet!

akes industrial tires for
eters as small as 3 inches
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pes of tires shown above.



TREAD COMPOUNDS for EVERY operating surface

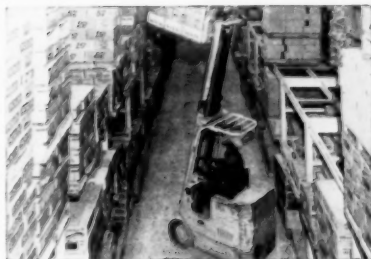


Universal Compound

Available in Pressed-On tires. Choose the Universal if cutting, chipping and excess wear are problems.

EZ Compound

The EZ compound is available in Pressed-On Deluxe Cushion tires. Specifically designed for electric trucks to assure low power consumption.



Oil-Proof

In both Pressed-On and Vulcanized-On tires. It resists oil and other petroleum products that are notorious "rubber killers."

Carrier Compound

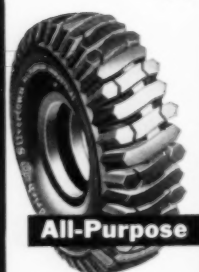
Choose it when you need easy rolling and superior wear on free-rolling wheels. Available in Vulcanized-On tires only.



industrial tire costs

D TREAD DESIGNS . . . for EVERY job

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Choose the All-Purpose if you need traction both indoors and outdoors and want the advantages of greater protection for hauling surfaces.



Universal



Moving heavy loads in factory yards goes faster, more efficiently on Universal tires. They provide maximum load-carrying capacity.



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Equip trailers that move fragile loads with the Ribbed Pneumatic. It cushions the load to prevent breakage, ends noise that causes worker fatigue.



VULCANIZED-ON



Free-rolling equipment starts, moves and stops easier on Vulcanized-On tires. Tires absorb shock, save breakage, reduce maintenance costs.

SOLID



Deluxe Cushion Traction



Use the Traction of trucks and power in for lift stability.



Deluxe Cushion Smooth



The Deluxe is ideal for steel and tractors driver better



Flat Base Grooved



Choose the such equipment where extra tread and ea



Flat Base Smooth

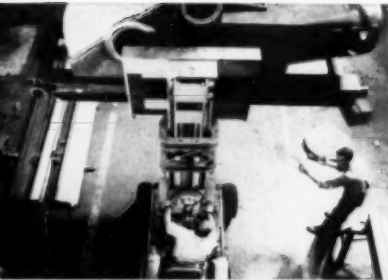


The Flat Base for use in w ing dock o gives extra-

B.F. Goodrich treads are designed specifically for the job. Pneumatic treads include ribbed and the popular all-purpose traction. Solid tires are available in smooth, nondirectional traction, grooved or safety treads.

Below are commonly used types of B.F. Goodrich industrial tires. The photographs illustrate how each tire answers specific materials handling problems.

D



Use the Traction Tread on drive wheels of trucks and tractors. Gives full pulling power in forward or reverse, greater lift stability.



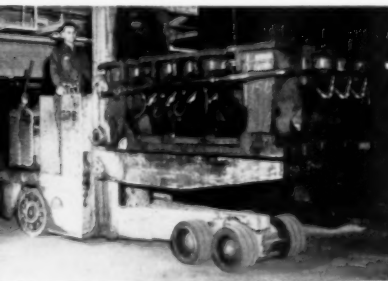
Where cutting and chipping are problems, choose the Deluxe Cushion Tread tire in Universal compound. Also available in Oil-Proof compound.



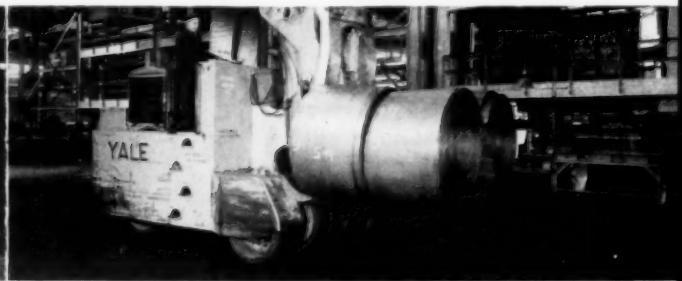
The Deluxe Cushion Smooth Tread is ideal for steering wheels on power trucks and tractors. It turns easily, safely, gives driver better control of vehicle.



Extra-thick Deluxe Cushion Smooth Tread takes more wear and tear, absorbs jolts and shocks ordinarily transmitted to driver and load. Ideal for docks, steel mills, and loading platforms.



Choose the Flat Base Grooved Tread for such equipment as fork or ram trucks where extra-heavy loads require a wide tread and easy steering.



Circumferential grooves in the Flat Base Grooved Tread tire are designed for improved steering and long wear. Use on heavy tractors and trailers.



The Flat Base Smooth Tread tire is ideal for use in warehouse or factory, on loading dock or platform. Smooth tread gives extra-long service.



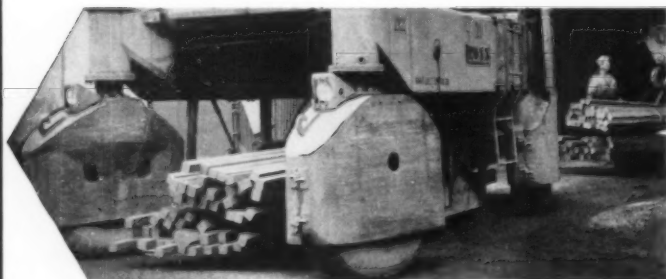
If you operate power trucks or trailers in general service, choose the Flat Base Smooth Tread for either drive or free-rolling wheels. Designed for high lift stability.

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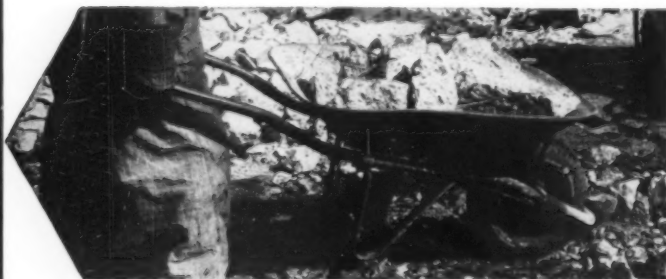
makes a complete line of industrial tires for every materials handling job. That's why it will pay you to *specify B. F. Goodrich tires when ordering new equipment.*



All-Purpose tires are best for jobs where loads range from light, bulky items to big, heavy equipment. They have greater stability and capacity for heavy loads.



Truck cranes and straddle trucks are examples of the heavy duty equipment for which the Universal is designed. The tire gives full traction in forward or reverse.



Ribbed tires are available for high speed use on auto trailers, boat trailers, motor scooters, etc., and for low speed use on hand trucks, power mowers, wheelbarrows, etc.



If you operate hand trucks, trailers, push carts, wagons or similar types of free-rolling equipment, Vulcanized-On tires can save you money on upkeep and replacement.



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Planning a materials-storage facility in an industrial area, or a combination office-warehouse in the suburbs? With the Butler Building System you can build either—suit your budget or your building requirements—without sacrificing quality.

Butler buildings are particularly well suited to warehousing. The clear-span interiors—without a single column or truss—give you more usable storage space per square foot of floor area than traditional construction provides.

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in business, earning profits, weeks sooner than traditional construction.

The load-bearing, rigid-frame permanent curtain-wall construction. Butler materials or other materials can be used to create fancy exteriors. Expansion can be done easily and economically. Banks of partitions can be installed without expensive partitions.

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*He could sell by the
carload in Cleveland—*

**in Memphis
his magic
missed!**

Memphis was a soft-spot in the sales of this manufacturer's underarm deodorants. Yet Memphis is a better year-round deodorant market than Cleveland. So what was more logical, thought the general sales-manager, than transferring Dick Starkler, with his fabulous Cleveland record, to Memphis—?

Dick wasn't eager. It meant a shift for his whole family. It meant selling his home. Finding a new one. Dislocations for the kids, too—switching from one school to another in mid-term.

Dick moved. Not eagerly... but he moved. And right there the disappointments began. Dick's record in the Memphis territory was far below his stellar Cleveland performance. Far below his quota. Far below the potential of the market. It was almost as if he were another man...

The truth is—Dick *was* another man. He *was* having

difficulties in merging his family into the new community, in spite of the noted hospitality and progressiveness of Memphis. And he wasn't getting much help from his company. He was disappointed, disturbed, upset... and those things don't contribute to energetic, imaginative selling!

New Light on Transferring Business Brains

Greyvan—as a leader in the business of moving households effects for transplanted company personnel—has made the country's first Continuing Study of a real and vital problem: the Human side of personnel-moving.

THROUGH independent research organizations, and through the generous cooperation of leading businesses most experienced in moving their employees, we've found many answers to problems of loss of personnel in re-locating. Our initial findings are yours for the asking...and further data will be forthcoming soon.



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THE GREYHOUND MOVERS

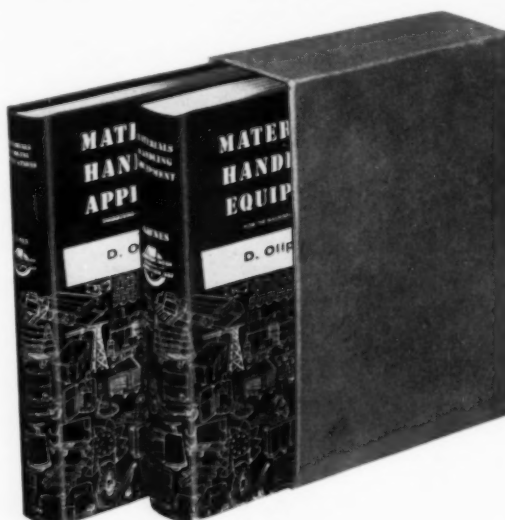
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By D. OLIPHANT HAYNES

MATERIALS HANDLING APPLICATIONS

Complementing its companion volume, which has been most enthusiastically received, this second book presents basic knowledge and information on the effective and economical use of all types of equipment and on the creation of efficient materials handling systems. Various types of containers and handling techniques are analyzed, as the author stresses that physical characteristics are the controlling factors to the all-important function of adapting to the work area. In the first section, "Roots of the Problem," readers are oriented to the subject; following sections are introduced by a discussion of the properties peculiar to the transportable material to be dealt with. Over 1100 text-related illustrations make the book more graphic and more easily understood.

Special sections on the preparation of surveys and the interpretation of results present ways and means for formulating judicious alternatives, and for selecting the one with the highest potential for success.

381 pages, over 1100 illustrations.
Single copy,

\$12.50

MATERIALS HANDLING EQUIPMENT

"As the pace of production quickens, the spotlight shifts to possible savings in transporting things. Large economies in handling are often feasible merely because this phase of manufacturing receives less attention than the so-called productive operations.

"Good materials handling means the selection of the most suitable equipment. This book is primarily an appraisal of such equipment, together with some practical guidance as to how it can best be applied. It confines its attention to industrial materials handling in its most widely accepted sense . . . A section devoted to transportation includes powered shop trucks, trackless trains, truck-towing conveyors, hand and platform trucks, and others. Also elevating equipment, conveyors, transferring equipment, such as monorails, self-loading equipment, bulk handling, and accessories.

"A good feature of this book is its avoidance of routine catalog cuts. In their stead, perspective sketches and diagrams are used. They make the subject much clearer."—*Metal Working*.

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636 pages, 2200 illustrations.

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(Quantity discount schedule upon request)

Claims . . .

(Continued from Page 36)

shoe findings, etc.) The percentages generally follow the dollar volumes for each commodity.

In its special report the ATA noted that in 1956 the claims ratio was up .10 over 1955.

| Year | Payments | Ratio |
|------|-------------|-------|
| 1954 | \$6,055,689 | 1.02 |
| 1955 | 6,578,645 | 0.98 |
| 1956 | 8,199,189 | 1.08 |

The trucking association analyzed survey returns, but could come up with no isolated cause for the increase. A number of factors contributed, according to the survey.

As remedial measures, the ATA's National Freight Claim Council suggests:

1. Better marking by the shippers (almost \$3 million in shortages was reported).

2. Better packaging by the shippers.

3. Improved checking by the carriers.

4. More care in handling by the carriers (almost \$4 million in improper handling, unloading, or stowing was reported).

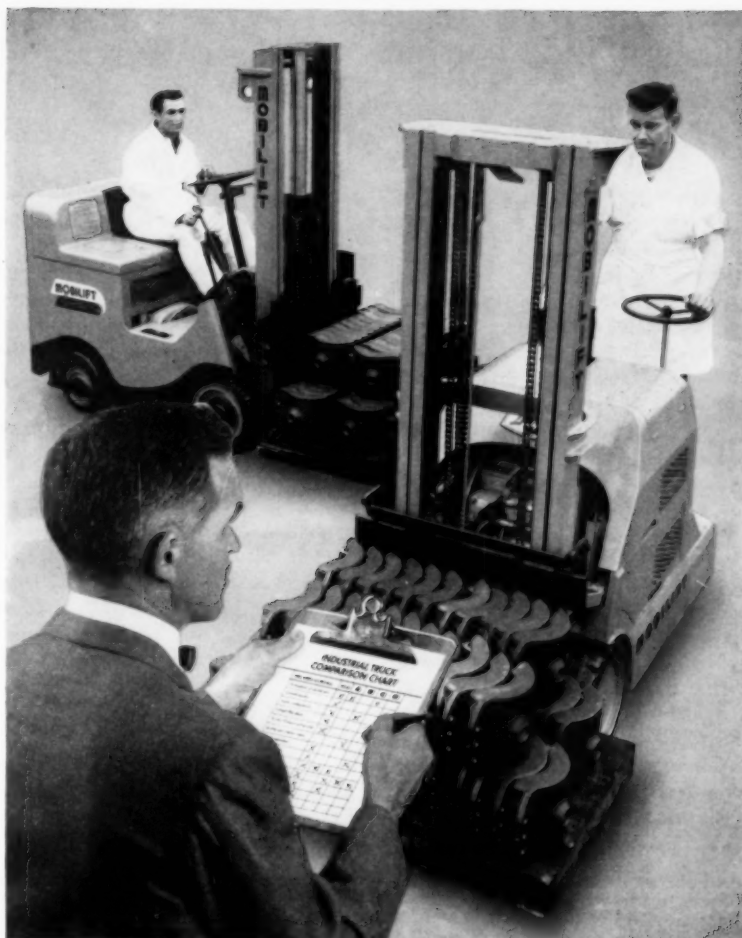
The Claim Council's advice, it would seem, is sound advice for all carriers, and for all shippers. •

(Resume Reading on Page 38)

Efficiency Awards



Paul B. Harman (left), of the traffic department of the Esso Standard Oil Co.'s foreign division; J. Maurice Thibodeau, Pfizer International Traffic supervisor (center), and Rowland H. Spencer, vice-president of the Butler Overseas Corp. Aviation Division, examine their Air Express International Golden Rocket trophies. The award is presented to traffic managers for efficiency in using AEI's Golden Rocket Service



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Circle No. 13 on Card, Facing Page 51, for more information

... Safe Shipping

(Continued from Page 40)

company in the Caribbean worked up a scale model of the area where barges are unloaded and products stored prior to distribution. Models of barges, cranes, fork trucks, unit loads, lengths of pipe etc. are used to train handling crews in barge unloading techniques and storing practices.

There are materials available for use in "average" concerns. Here are suggestions which may prove useful for such an organization.

Certain basic principles underlie the success of any training program. First, and perhaps foremost, is the instructor. He must know his subject, be enthusiastic about it, be thorough, and be endowed with a high degree of patience and a sense of humor. Each session should be carefully planned; the instructor must know exactly what he intends to cover and how he is going to do it. The whole program should be pointed toward creating

interest in the work, an interest stimulated by explaining why each thing is done.

These have to be tailored to the capabilities of the class. Some men find it difficult to read plan and elevation drawings. They may, on the other hand, readily grasp the meaning of an isometric sketch. Men who have not had the advantage of much formal schooling are not always able to substitute one object for another. For example, if they are shown a drawing of a pallet loaded with rectangular cases arranged in a certain pattern, they are unable to visualize bags in place of the boxes. But, no one can mistake what is shown in a scale model.

Today, it is not difficult to obtain scale models for instruction purposes. The small 3-D models are adequate for planning plant layouts but they are not large enough for crew instruction.

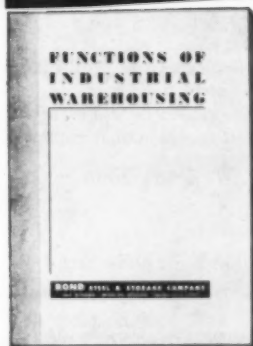
Many truck and trailer makers, as well as handling equipment manufacturers, provide models of their products. But, one may have difficulty in making up a set on a single scale.

Toy makers have shown a great deal of ingenuity in developing very realistic working miniatures of trucks, trailers, rail cars, and cranes. Some come equipped with barrels, bags, drums, milk cans, and similar containers. Of course, model bracing, bulkheads, etc. are not provided. However, every model shop has scaled lumber, tubing, etc., which can be used to provide these elements as well as miniature loads for demonstrations.

In some types of loading, notably where unit loads constitute the lading, the spotting of loads is done by the operator of the fork truck or crane. The training of these operators should include instruction in the proper distribution of weight in the various kinds of carriers they service. If it does not, they should attend the sessions where these and similar subjects are taken up. •

(Resume Reading on Page 41)

Memo to: **INDUSTRIAL EXECUTIVES**



This 8 page analysis

(with functional charts of interest to executives in management, planning and control, manufacturing, sales and industrial traffic) outlines the functions of industrial warehousing in relation to the problems of modern industry. It is based on actual, highly successful operating experience. Industrial executives will find it interesting and valuable as reference material.

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ASTT . . .

(Continued from Page 65)

motor vehicle" and "common carrier by motor vehicle" existed as early as the 1920's. Trace the history of this problem, describing early efforts to solve it, commenting on the success or failure of such efforts as measured by important court decisions, and describe both the change in the legal definition of (interstate) contract motor carrier made in the recent past, and the significance of that change.

6. a. Discuss, in some detail, the legal responsibility of a common carrier to serve a strikebound industrial plant. Identify, in your answer, the Sections(s) of the Interstate Commerce Act which are pertinent to this matter.

b. Does the degree of responsibility to render service differ among the several modes of transportation? Also, is it different for contract carriers than for common carriers? Explain briefly.

7. Section 4, since the inception of the original Act to Regulate Commerce, has been subjected to a number of significant court decisions and Congressional amendments. Trace the history of this important Section, discussing briefly each of the several decisions and amendments. *

(Resume Reading on Page 66)

Salt Story



Mountains of rock salt are protected from severe Canadian snowstorms by tarpaulins made of Fiberthin, an extremely tough neoprene-coated nylon fabric. These salt piles, located near Montreal, are owned by Sifto Salt Ltd., and are used for salting winter highways. As the huge 10,000-ton pile expands and contracts due to seasonal changes, workmen can remove or add panels to the covering. Because the material is lightweight, the cover can be pulled back by one man



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What's Ahead . . .

(Continued from Page 43)

state and city governments, in line with their responsibilities to the public for transportation service.

Railroads if properly used, are the most economical means for transport of volume for distances over 100 miles, or where conditions such as concentrations of populations and industries might justify their economy.

The big sums to be spent on our national highway system should include funds to rehabilitate our railways. This is only one of the necessary steps for moving traffic that would otherwise go over the highways.

Passenger Business

Passenger business can be made profitable if outmoded concepts are discarded and the government faces its real responsibility for a dynamic, sound, and profitable transportation system.

Both the railroads and govern-

ment have been without a purely objective leadership. Neither has understood the kind of transportation the public needs or why the public prefers to use private automobiles instead of public transportation.

The problems and suggested cures are always at the segmental level and, therefore, nonproductive. If they were presented as part of the whole solution, they might be accepted immediately.

Railroads, like other businesses, must sell their services. Service, rather than other inducements, even including rates within a reasonable limit, are what passengers want.

Railroad Titans of the past used passenger service to impress the public with the prestige of their respective roads.

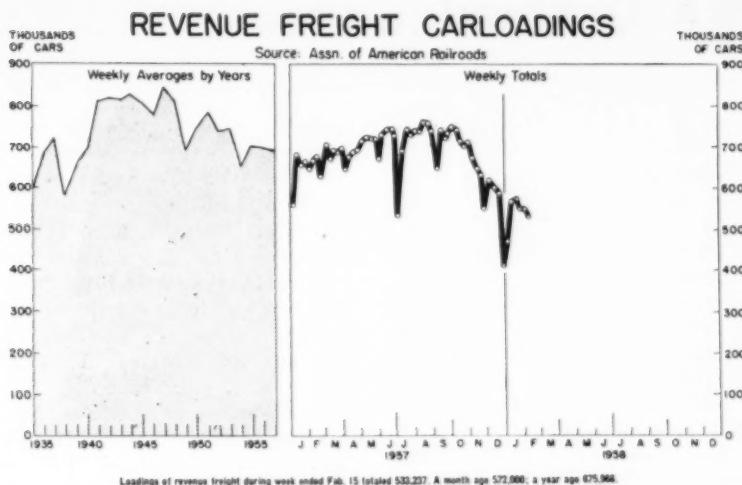
Consonant with this, they erected monumental passenger stations. During this time, the government subsidies in cash and land grants made this possible. Today, their real estate holdings are so valuable that the tax burdens are greater than they should and can bear.

Tax adjustments at all levels are necessary. Not only for their rehabilitation and support but also because the final responsibility for passenger transportation is in the hands of the public through the government which represents it.

Commuter services are the facilities on which suburban areas were founded. Railroads, if operated as a public service, part of a total system, are still the logical media for commuters.

It is a fallacy to think that railroads should pay taxes and suffer financial losses for the privilege of rendering commuter services. It is the responsibility of the public, through government, to supply this service, much as it builds highways. Transit by rail is the most potential factor for reducing traffic congestion. From this standpoint alone, it would be profitable for the communities to insure the stability and economy

Circle No. 15 on Card, Facing Page 51



of railroad transportation by owning the rights of way and stations. These could be made available to the railroads on either a rental or non-rental basis, as long as necessary services were provided.

The fact that urban areas, like New York City, own and operate urban transit facilities, tax free, at an annual loss of up to \$50,000,000 is evidence of the responsibility of government.

The only real handicap the railroads have that is almost too difficult to cope with is having too much to unlearn in order to become good transportation operators. Therefore, education and objective research are needed in dealing with the passenger problem.

Master Plan

Regulatory agencies must be revised and reorganized under a new Federal Transportation Policy immediately. This, of course, requires action by Congress and involves the submission of a Master Transportation Policy Plan based on free enterprise.

It is necessary that this plan be guided by some nonpolitical and nonpartisan authority that is outside of the transportation industry.

The government's interest in transportation should be expressed through a single authority. Otherwise, it will continue to grow more confused.

A Transportation Master Plan must present a clear picture of a total transportation system. How it would function to best serve the nation as a harmonious activity while preserving the values of competition, and act as a catalyst for solving segmental problems must be shown. There never has

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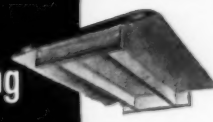
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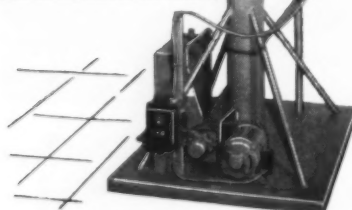
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Circle No. 17 on Card, Facing Page 51

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What's Ahead . . .

(Continued from Preceding Page)

been an adequate Federal transportation policy. The much patched policy of 1922 has never kept pace with changing conditions.

Since every part of the transportation industry is clamoring for relief, it is obvious that efforts to resolve the problems have failed. It is also obvious that failure is due to the absence of a well defined transportation concept.

Therefore, the solution of the transportation problems cannot be left in the hands of those who are responsible for them. These problems have been growing more numerous and complex for over 50 years. There has been no lack in technological advances, but knowledge of how to use them is far behind.

Under an adequate Master Policy Plan, the railroads would be in a position to recapture lost

traffic in a more profitable form such as piggy-back. Operating costs and liabilities would be cut.

All the costly and intricate commodity classification rates should be resolved for this service. By classifying the lading as "contained goods" to be carried by one common carrier for another, the problems of transfer of traffic would be greatly reduced. The railroads would save money. Volume would be stabilized; liability responsibility simplified and at less cost; and service improved. Thereafter, the operators within each form of transport would be competing with each other and competition confined thereto. Similar principles of inter-penetration and competition would apply to passenger business.

Other forms of transport, such as air and water, would operate in like manner—they also would be collaborators instead of competitors with the motor trucking industry. Motor trucks can operate much more economically and profitably in pickup and delivery. Railroads can operate more economically and profitably in the long haul. These facts alone would preclude competitive encroachment by either and make it easier to resolve competitive problems.

Such segregated operations would be infinitely more profitable for the railroads, truckers, shippers, governments, and public. It would relieve the highways of heavy traffic, and substantially save costs of building and maintaining roads. Best of all, it would eliminate unnecessary and destructive competition. Different forms of transport could operate with top efficiency and economy.

A Master Plan will clearly define the issue as one of principle. The issue is not between the government and the various forms of transport. Neither is it directly concerned with taxation, discriminating regulations, and the interpretation of competitive rights.

The issue is whether transporta-

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tion is to continue to be furnished by innumerable, conflicting and privately owned competitors or by an integrated system.

Transportation Education

The railroads and their problems are inexorably tied to the principles of transportation, especially in an economy based on mass production and distribution. Until the principles are understood and applied, there will be even more chaos. The railroad problems cannot be resolved without putting the entire transportation house in order.

Authoritative education on basic principles is one of the recourses for leading the railroads, governments, and public into acceptance of a Total Transportation Policy. Educational institutions are best able to produce findings to reconcile personal, partisan, political, sectional, and theoretical opinions at the professional level.

Universities have been educating students for jobs in operations of various forms of transport. Their courses are built on traffic concepts and practices of the railroads. Transportation, as such, is not to be found. Yet, leaders turn to the universities for economic and operating statistics because of their academic authority. In the meantime, the transportation economy is progressively sinking.

The educational institutions are alerted by the emergency. It is through their conceptual research, services and training that the railroad problems must be resolved.

Safety Contest Winner



E. G. Cox, ICC carrier safety chief, presented the First Place, Group 3, National Safety Council Trophy to John J. Abfalter, eastern region director of safety, Consolidated Freightways

This kind of educational help is what the railroads need.

Whether railroads are becoming an anachronism is up to their collective managements. There is one certainty—the needs of the social and industrial economies will determine the type of transportation service to be used. The day is now past when transportation without the flexibility to serve as needed will be accepted.

The past 20 years, filled with conflicts on the basis of "the game will be played my way or not at all," back this up. Eventually, government action will be based on the public welfare.

Unless the railroads continue too far in the wrong direction, they can be saved. Re-established on this new foundation, their economic and physical fitness could never be successfully challenged.

The railroad problems did not appear overnight. They were fed by innumerable circumstances and changes. Similarly, the problems cannot be corrected by the stroke of a pen. Palliatives must be discarded for permanent cures.

Resume Reading on Page 44

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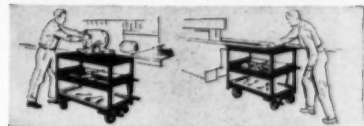
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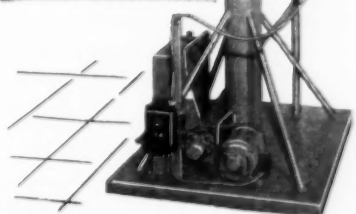
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Designed with platforms operated manually, or by battery or line-powered electric drive, they are adjustable to the smallest fraction of an inch.

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Circle No. 17 on Card, Facing Page 51

Package Planning . . .

(Continued from Page 53)

Storage space for shipping containers also have been reduced by Hayward. The cartons are received and stored flat.

Heating Control Unit

A triumph in packaging is the new container for Modutrol Motors, instruments used with automatic heating control systems. They are made by Minneapolis-Honeywell Regulator Co. Consisting of a number of intricate technical systems, many of which contain vacuum tubes, switches, and water, the motor is priced in the \$100 range. The complete unit, depending on model, ranges in weight from 8 to 13 lb.

The principal problem was to find materials and methods with enough rigidity to suspend the unit in all directions. At the same time it was necessary to provide enough cushion to prevent damage to inner pot wipers and tubes.

Corrugated was the answer. In August 1954 the inner packing was changed from excelsior to fibre-board, the first step in a three-year package development. In addition, a quarter inch plywood base was laminated to the die-cut inner sheet and augered to hold the motor by four mounting feet. To allow easier folding, the old creasing method was abandoned in favor of perforating the corrugated liner in a number of places.

The outer carton of the new pack is a standard slotted container made of 200-lb kraft C flute corrugated.

From August 1954 to April 1957 some 30 designs were made and tested. The testing procedure consisted of 10 drops from a height of 48 in. onto a concrete slab.

To date, a total of 120,000 Modutrol units have been shipped with the following results: a sharp decrease in damage and a reduction

of between 38 and 52 per cent in labor. Among the factors contributing to reduced labor are the use of only two packages for shipping five different models, and palletization of from 60 to 96 motors for warehousing.

525-lb Engine

At the opposite end of the weight scale from the Modutrol motor is the 525-lb engine produced by Hercules Motor Corp. However, it too is easily damaged if not adequately protected in shipping.

The new container used by Hercules costs only half as much as the wooden box formerly used. It has also ended the procedure of container return that was used with the old operation. Formerly the company offered a refund for the return of each crate. It is estimated, however, that any saving gained by this procedure was offset by the additional labor and material necessary to return the crates to service.

One big saving has been a 25 per cent reduction in packaging

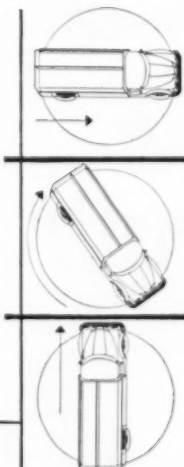
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labor costs. Freight costs also have been decreased. The old crate weighed 163 lb while the new one weighs 53 lb. This is a saving of 110 lb on each engine.

The new container is dust-free, damage is easily detectable, and the package is strong enough for stacking from two to six high.

This is how the package is assembled. A wood skid is nailed

to the bottom of the box with large-head nails.

The main assembly, consisting of a 10-ply die-cut partition, is placed in the box toward the front. A die-cut, corrugated block 5 in. thick is placed toward the back of the box. This block is cut to fit the contour of the bell housing and mounting flanges.

The engine then is lowered by chain hoist into the box and onto these supports. The long partitions and bell housing support bear the weight of the engine and the short partition pieces, with horizontal corrugations, provide side-to-side positioning. Reverse scored double-wall pads are inserted at the ends of the box forming corner posts for stacking strength. The U-shaped pad with die-cut six-ply partition pieces fits over the engine head and prevents side-to-side movement. This upper packing is strong enough to support the engine if the shipment is turned upside down. The packing is completed with an interlocking cap secured with a 1¼-in. rayon filament tape at the corners. •

(Resume Reading on Page 54)

Award Winner



Meyer J. Butensky (left), president of Branch Motor Express Co., congratulates Claim Agent Dan Gusaef (right), as Robert Barr, regional vice president of Liberty Mutual Insurance Co., holds the plaque presented to the Branch firm as its 8th consecutive annual award for outstanding achievement in cargo loss prevention



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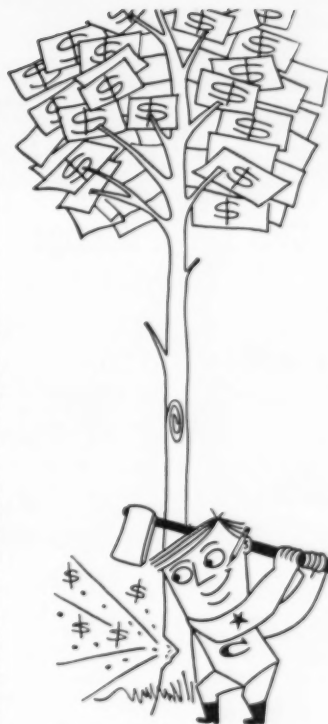
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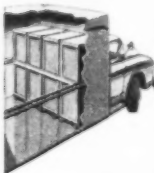
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Ralphs Grocery Co. needed extra heavy-duty equipment to secure stacks of loaded bread trays in transit. General Logistics recommended its aluminum aircraft track and aircraft cargo ring fittings with strength up to 5000 lbs.



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To move the earth satellite tracking camera 816 miles, Bekins Van Lines Company secured all parts with heavy-duty (up to 3500 lbs.) Tension-Locking WEBLOCK Strap Assemblies that tighten with a pull . . . release with fingertip pressure.



General Logistics Truck Cargo Control System is simple, versatile. Steel or aluminum notched track is installed inside truck or trailer. TRACKLOCK end fittings attach WEBLOCK Strap Assemblies . . . spring-loaded end fittings attach steel shoring bars . . . quickly, easily.

WEBLOCK and TRACKLOCK are Aeroquip Trademarks



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Please send information on Aeroquip Cargo Control System.

NAME _____
TITLE _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____

Circle No. 20 on Card, Facing Page 51

... Lineup of Late Models

(Continued from Page 57)

boxes. The new trucks are offered with either 6½ or 8-ft box lengths on two wheelbases in the half-ton series. An 8-ft box is standard on the ¾-ton model. Both boxes have an inside width of 6 ft, 3 in. They are 19 in. deep. Capacity of the shorter body is 59½ cu ft while the larger box will hold 75½ cu ft.

The new Studebaker Scotsman is rated as gross vehicle weight of 4800 lb. The pickup body is 6½ ft long and the wheelbase 112 in. A six-cylinder engine develops 92 hp at 3800 rpm. A three-speed synchromesh transmission is standard and overdrive optional. Inside dimensions of the body are: length 77¾ in., width 51½ in. and height of sides 18½ in.

The GMC pickup body encloses the wheel wells and comes in either 6½ or 8-ft length. Cubic capacity of the shorter box is 59.5 cu ft while the 8-ft box will carry 75.6 cu ft. The added capacity has

been achieved with only a 4-lb increase in weight for the smaller box and 22 lb for the larger. For the 6½-ft body this means a load consists of three more bushel baskets, six more bushel boxes, or four more egg crates.

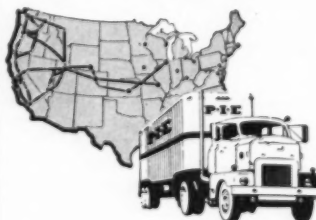
GMC uses a new compression-bar-type of tailgate locking mechanism. It consists of a latch, chain, and an adjustable anchor bolt. With the tailgate closed, the latch is locked in place by fitting it over an eyebolt through which the chain's hook is inserted.

Brown Trailers, Inc., has entered the flatbed field with a 35-ft trailer weighing 7950 lb. Strength is combined with light weight through careful selection of aluminum and high-strength steel alloys. The floor has an extruded aluminum center strip with tongue and groove fir flooring at the sides and front. Aluminum panels with tarp bows are optional. Two men working about 15 minutes can make the changeover to an "open-top."

Fruehauf Trailer Co. has introduced a stainless steel tank trailer that loads, hauls, and unloads both dry and liquid commodities. It was designed to meet the sanitary requirements for handling sugar in both granulated and liquid forms. The vehicle is a hydraulic dump trailer fitted with an enclosed, stainless tank body that is glass insulated and aluminum covered. It is loaded through three covered hatches in the roof or via an 8-in. loading nozzle in the trailer nose. Liquid cargoes are unloaded through an internal valve at the rear. A pump is located on the tractor. Solids are discharged through a gate at the rear.

The Anthony Co. is the manufacturer of a new lightweight dump truck body. Designed for heavy-duty service, it features an aluminum alloy body and frame. The light weight permits truckers to carry a greater payload. To cut weight, the hoist subframe has been eliminated. As a result, body sills are deeper. The body is com-

Shippers Agree... It's P-I-E!



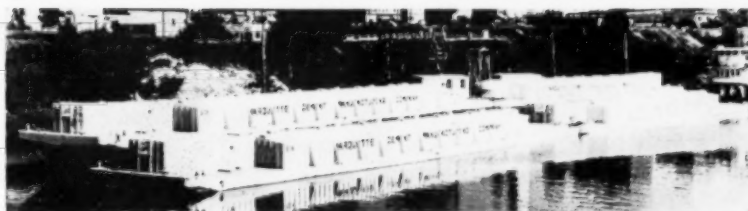
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IN PRINCIPAL CITIES

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14th AND CLAY STREETS
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Mountains of Cement



Cement tows with self-unloading barges have become a common sight on our inland waterway system. This tow of two loaded and two light barges is in the Port of Memphis. Barges were built by Ingalls Shipbuilding Corp.

pletely welded. It is rustproof. The forward location and point of lift of the telescopic hoist shifts the weight of the load forward over the front axle. Hence, payload is increased.

A new line of van bodies has started rolling off the assembly line at **Dorsey Trailers**. Named the Champ, the van is available as either a dry freight or insulated body. Weight is about 100 lb per ft of length on standard models. This is increased slightly on the extra-cube models. Bodies are available up to 9½ in. wide,

up to 90 in. high, and in lengths of 9 to 24 ft.

DeKalb Commercial Body Corp. has introduced a new half-cab for light and medium duty delivery of steel. The 154-in. wheelbase truck has usable load space of over 21 ft. It will take a 6-ton load.

Trailmobile, Inc., is the producer of a new frameless dump trailer. Its body is hinged at the rear of the tandem frame. Therefore, all wheels remain on the ground when the body is elevated. •

(Resume Reading on Page 58)

FAST PIGGYBACK SERVICE VIA NICKEL PLATE

Dependable—Door-to-Door Delivery—

Expedited service between Chicago, Toledo, Cleveland, Buffalo and St. Louis, or between these points and principal eastern, western and southwestern destinations. Corresponding Nickel Plate service between substantially all important eastern points and the West and Southwest.

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All of light, rugged aluminum

- ✓ Quicker starts, turns and stops
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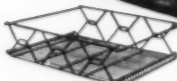
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NESTAWAY
gives you
FLOW OF MOTION
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TO THE CONSUMER—



FROM wrapper to consumer Mid-West's Nestaway System provides maximum handling efficiency. In freezing operations, order make-up, transportation, door-to-door deliveries and in-store use. Nestaway racks, illustrated, rack dividers and castered bases provide a "flow of motion" no other handling system offers. Filled racks stack easily. Empty, they nest to save you up to 78% in valuable floor space. Rack dividers double rack capacity for shallow baked goods. Castered bases provide easy movement of stacked or nested racks. Covered by U.S. and Canadian patents.

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Circle No. 22 on Card, Facing Page 51

... Studied by NFWA

(Continued from Page 63)

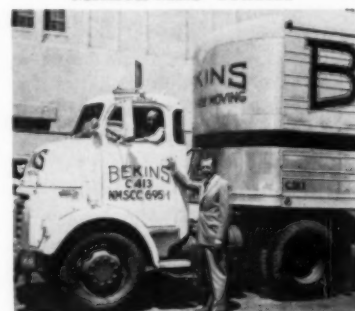
tising Campaign," by Hesse Davidson, The Davidson Transfer & Storage Co.; "Handling the Phone Call," Frank Burns, Jr., Blue Line Transfer & Storage Co.; "Making the Estimate," Martin Santini, Santini Bros.; "Getting the Order Signed," Jerry Johnson, Joyce Bros.; "Dispatching the Vehicle," A. A. Friedel, Lincoln Storage Co.; "Local Cartage Cost Control," Robert Fernstrom, Fernstrom Moving & Storage; "Are We Liable," Lucien Shaw, Bekins Van & Storage; "Preparing Goods for Storage," Harold Blaine, Lyon Van & Storage; "Internal Record Control," C. F. Basil Tippet, Tippet-Richardson Ltd.; "The Insurance Man at Claims Time," William S. Conklin, Jackson Van & Storage, and "The Collection of Your Accounts," Louis C. Schramm, E. E. Leach, Inc.

Frank Payne, Lyon Van & Storage Co., opened the last day of

sessions. He spoke on "Our Responsibility as an Industry." Payne was followed by Philip Lerner Gore, Security Storage, who asked delegates, "What Good is a Code of Ethics?" •

(Resume Reading on Page 64)

Million-Mile Tractor



The transportation industry recently paid tribute to the nation's first million-mile highway truck tractor with the original engine in it. This heavy-duty tractor, a 4-cyl diesel, completed its first million miles in less than six years with the original crankshaft, block and gear train.

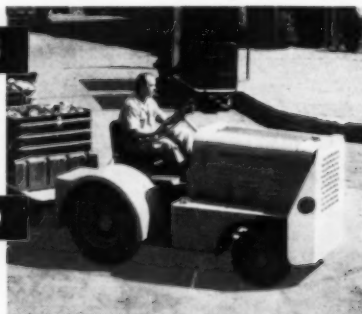
NEW Allis-Chalmers Towing Tractors

TG-45

4,500 lb
drawbar pull
Tows 90 tons

TG-50

5,000 lb
drawbar pull
Tows 100 tons



Bring you EXTRA-OUTPUT advantages

New low silhouette to work even where there is low clearance.

Maneuverability to wheel around sharp turns, in and out of tight corners.

Torque converter drive for smooth breakaway power, extra pull for steep grades or tough going.

Heavy-duty Do-More Power with Allis-Chalmers industrial-type engine.

Extra-rugged construction. Easy, safe driving.

Get the complete story on the new TG-45 and TG-50 industrial towing tractors. See your Allis-Chalmers material handling dealer — write direct for Bulletin BU-337A, Allis-Chalmers, Engine-Material Handling Division, Milwaukee 1, Wisconsin.

ALLIS-CHALMERS



BH-69

Circle No. 23 on Card, Facing Page 51, for more information

Within the



By Leo T. Parker Legal Consultant, Distribution Age

WAREHOUSING

Recently the writer attended a convention of warehousemen, many of whom asked important legal questions. Answers to these questions should interest all readers and assist them in avoiding similar legal controversies.

Can a warehouseman limit his liability for negligent loss of stored goods?

In *P— v. A— Van & Storage Co.*, 196 Pac. (2d) 816, testimony showed these facts:

A truck driver for the A— Van and Storage Co. picked up for storage four rugs at the owner's home. At this time the owner, named P—, signed two instruments, copies of which were given to him. The first was a "work order." Near the top of the order conspicuously in clear type, appears a notification that unless the owner states the true value of the merchandise in writing, he "declares that the value in case of loss, or damage, whether arising out of the storage, transportation, packing, unpacking, or handling of the goods" is limited to 10 cents per lb., and a maximum value of \$25 for any one piece or package.

Also, the owner of the rugs signed another paper, called an "inventory," which contained entries reading "Oriental rug," with its size and the word "used." The above mentioned limitation of 10 cents per lb. or \$25 for any one piece also was printed on the inventory which was signed by the owner of the rugs.

A day or two later the owner went to the warehouse company's office where he signed and was given a copy of a third document labeled "Warehouse Receipt and Contract." This also contained a clause that the warehouse company's liability was limited to 10 cents per lb., and a maximum value of \$25 for any one piece or package.

The warehouse company admitted that through negligence of its employees the rugs, valued at \$2,180, were lost. The higher court held that

the warehouse company's liability to the owner was only \$75, and said:

"P— named no higher valuation and secured a lower rate of storage by expressly declaring in three instruments that the value did not exceed the amount named therein."

Also, see *W— v. C— Transfer Co.*, 201 Cal. 701. This higher court held a limitation clause valid which was plainly printed on the face of a warehouse receipt, although the owner of the goods denied reading the limitation clause.

Is a warehouseman liable if his employe assaults a person while performing his regular work?

According to a late higher court decision, a warehouseman is not liable in damages for all injuries effected by an employe who acts within the scope of his authority. Hence, a warehouseman is not liable if his employe assaults any person while the employe is performing his regular work.

For illustration, in *T— v. H— Co.*, 291 S. W. (2d) 624, it was shown that a truck driver, employed by the H— Co., was delivering merchandise to a hardware store. He got into an argument with a customer in the store. The truck driver struck the customer in the face with his fist.

In subsequent litigation, the higher court held the H— Co. not liable in \$30,000 damages to the customer and said:

"The only conclusion that can be reached upon the evidence here is that the driver, provoked and angered, gave vent to his feelings by striking the plaintiff (customer) when he came out to take the license number of the truck.

For comparison, see *G— v. T—*, 41 S. W. (2d) 801. In that case a man named W— brought suit against a company after being assaulted by one of its drivers. W— had a slight collision with the rear bumper of the other car, whose driver assaulted him during an argument. The higher court refused to award damages to W—, saying that there

was nothing to show that the assault was in furtherance of the employer's business.

Where do the states' rights to impose business taxes begin and end?

Modern higher courts consistently hold that the right of a warehouseman and all other businesses to do business is a mere franchise of the state. Therefore, a state law is valid which requires:

1. Payment of a franchise tax by a corporation having a branch office in the state, or,
2. Payment of taxes on intrastate shipments; or,
3. Payment of taxes on interstate shipments which are intentionally stopped in transit for sorting, weighing, inspection, or for re-distribution, whether to points within or without the state.

For example, in the case of *U— v. J—*, 32 P. (2d) 360, a corporation contested the right of a state to enforce a law which required corporations to pay a specified tax for "doing business" within the state. In holding the law valid, the court said:

"The intention sought to be expressed by the legislative enactment by the use of the words 'doing business,' was to subject those corporations to a tax which are doing some substantial part of their ordinary business, or exercising some of the functions for which they were created, because they are then doing business within the state."

If a warehouseman's roof leaks, is he obligated to pay value of damaged goods to its owner?

The important consideration is: Did the loss result from the warehouseman's negligence? If so he is liable. As to whether the warehouseman is negligent depends upon whether or not he had an opportunity to inspect the roof, or whether or not he had information that the roof had recently leaked and might again do so.

(Please Turn Page)

Within the Law . . .

(Continued from Preceding Page)

In the late case of M—, 11 Atl. (2d) 840, a warehouse company was held liable for loss and damage to goods caused by rain leaking through the roof. However, in this case the owner of the goods proved that he had notified the property owner of the building that the roof leaked and although the property owner employed an incompetent man to fix it soon thereafter, the roof again leaked.

Other courts hold that a warehouseman is negligent and liable if he had not inspected the roof in the recent past, particularly if the roof is old. On the other hand, if the roof is new and it was installed by first class workmen, the court may hold that the warehouseman is not negligent.

If the roof was caused to leak by an Act of God, as a wind storm, or unusually heavy downpour of rain, the warehouseman never is liable.

TRANSPORTATION

Is private sale of repossessed truck lawful, if contract contains clause to this effect?

According to a higher court decision a private sale of a repossessed motor truck is lawful, if the contract of sale contains a clause to this effect.

For illustration, in M— v. P—, 279 Pac. (2d) 213, the testimony showed facts that a motor truck dealer sold a truck for a sum payable in monthly installments. The contract provided that in the event of the purchaser's default, the seller might repossess the truck; resell the same at a private sale; and hold the purchaser liable for the balance due.

The testimony showed that after making several payments the purchaser defaulted in the payments, and the dealer repossessed the truck. Later the dealer solicited bids from seven or eight used motor truck dealers and then sold the truck to the highest bidder for a price far below the actual value of the truck.

The purchaser appealed to the higher court on the contention that the dealer had sold the truck at private sale for much less than its true value. The purchaser asked the court to hold that he was not liable for payment of several hundred dollars deficiency to the dealer.

It is important to observe that the higher court held that the private sale was valid, and that the purchaser must pay the deficiency to the dealer. This court said:

"He (dealer) met the burden by

showing that he solicited bids from seven or eight prospective purchasers and accepted the highest of three bids actually made. The defendant's (purchaser's) contention that the resale price was inadequate has no evidentiary support."

When dissatisfied truck buyer makes partial payment to seller, can he later rescind contract?

According to a higher court decision, if a dissatisfied buyer of a motor truck makes a payment to the seller, after the buyer has complained that he is dissatisfied and intends to rescind the contract, the buyer automatically waives his right to later rescind the contract and he must pay the full balance due the seller of the vehicle.

For illustration, in G— v. H—, 296 Pac. (2d) 302, it was shown that one H— purchased from a dealer two motor trucks for an agreed price of \$23,000 of which \$12,000 was to be paid within sixty days and the balance within six months.

The trucks had mechanical difficulty of one type or another, but H— kept them and used them. Nearly two months after the contract of purchase had been made H— told the seller that he would return the trucks because they were mechanically defective. However, a few days later H— paid \$9,000 for partial payment on his note to the seller. Sometime later the seller took possession of the trucks and sued H— for \$10,000 balance due. Notwithstanding the fact that the testimony showed that the trucks were mechanically imperfect when they



"If I told you once, I told you a million times, you're packing them in too tight."

were delivered to H—, the higher court held that the latter must pay the full balance due and said:

"The fact that defendant (H—) made the \$9,000 payment on the note after full knowledge of all the claimed defects certainly indicates either he had waived them or they resulted from some intermediate condition for which he knew plaintiff (seller) was not responsible."

Is the owner of private property obligated by law to exercise care to safeguard passers-by?

According to a late higher court decision, the owner of private property is obligated by the law to exercise "ordinary" care to safeguard all persons who rightfully come onto or near the premises. Particularly watchmen or guards should be employed, or warning signs erected, to warn persons of an unusual danger.

For instance, in B— v. C—, 295 Pac. (2d) 929, it was shown that a man, named B—, was employed by a transport company to drive a motor truck. One day B— was killed by a large rock which rolled down a slope on private property. B—'s dependents sued the property owner for \$100,000 damages. Since B—'s dependents proved that there were no warning signs to warn B— of the danger, the higher court held the property owner liable for \$65,000 damages to B—'s dependents.

Is a person, firm or corporation liable for damages if the injuries were caused by negligence?

Modern higher courts consistently hold that no person, firm or corporation is liable in damages for injuries caused other persons, or private property, unless testimony is given that the injuries were caused by negligence of the party being sued.

For instance, in F— v. G— Transport, 222 Fed. (2d) 731, it was shown that a fire started while a transport truck was delivering gasoline to the filling station of an automobile dealer, named F—. The fire started in the cab of the truck and spread to F—'s property, which was completely destroyed. F— sued the owner of the truck to recover damages equal to the value of his destroyed property. Since F— did not prove that the fire started through negligence of the truck driver, the higher court refused to hold that F— could recover damages from the owner of the truck, and said:

"The fact that the fire occurred with its resulting destruction of property was not enough to establish liability on the part of the appellee (truck owner). It was essential that negligence be shown as the proximate cause of the fire."

Kutschbach New President of United Van Lines

William S. Kutschbach, who has served six years as treasurer of United Van Lines, has been elected president of the Company. Kutschbach, president of the Atlas



Transfer & Storage Co., Columbus, O., was named to head UVL by the Board of Directors following the company's annual Stockholders' meeting last month in St. Louis, Mo. He succeeds John K. Gund, president of the Lakewood Storage Inc., Cleveland. Gund was re-elected to the Board.

Other officers are: William A. Strauss, Richmond, Va., re-elected first vice-president; Griswold B. Holman, Rutherford, N. J., re-elected secretary; Harry A. Driemeier, St. Louis, re-elected to the Board and named to succeed Kutschbach as treasurer, and W. W. Warren, Oklahoma City, re-elected chairman of the Board.

William T. Santini, of New York, was elected to the Board. Re-elected were: H. A. Davidson, Baltimore; J. P. DiJulio, Seattle; P. E. Burke, Waltham, Mass.; W. P. Bradley, Jr., Birmingham, Mich., and H. G. Bauer, Sr., New Orleans.

—DA—

ARB Warehousemen Organize

Larry Ross, of the George E. Dewey Co., has been elected president of the American Red Ball Warehousemen's Association. The group consists of 350 movers. The newly-formed organization at a recent convention voted Ross its first president. Primary function of the Association is to facilitate quicker and more efficient service to all communities in the United States and Hawaii.

Gus Manfra, of Atlanta, was named vice president, and Jack Chretien, of Buffalo, N. Y., was named secretary-treasurer. A nine-man Board of Directors for the Association was elected at the recent Dallas meeting of American Red Ball Transit Co.

APRIL 1958

Warehouse SPOTLIGHT



Men in the Spotlight

Curt F. Lewis—Cincinnati Terminal Warehouses, Inc., succeeds William H. Whiting as president of the Cincinnati Warehousemen's Assn. **Ray Hamilton Jr.**—Frank Hamilton Warehouses appointed vice president and **Nicholas C. Link**—Cincinnati Merchandise Warehouses, secretary-treasurer of the association.

D. A. Anderson—manager of Hill The Mover, Ltd., Hamilton, Canada.

H. C. Dickelman—elected president, The General Warehouse & Transportation Co., Chicago. **C. O. Dickelman**—founder and former president, will be chairman of the Board.

J. A. Williams—newly elected vice president and general manager, Union Terminal Warehouse, Los Angeles.

Gilbert Novotny—elected president of St. Louis National Stockyards Co., National Stockyards, Ill. He succeeds **J. G. Schaeffer**, retired. **Robert J.**

Appelbaum is assistant manager.

James J. White—new eastern field manager, Allied Van Lines, with headquarters in Secaucus, N. J. **Guy T. Morton**—new southwestern field manager, with headquarters in Fort Worth, Texas.

William T. Fitzgerald—promoted to vice president, Baltimore Transfer Co., Baltimore, Md.

Robert Bennett—named general traffic manager, Aero Mayflower Transit Co., Indianapolis. **Howard Jackson**—named chief dispatcher, and **Richard Holtz**—named director of truckmen procurement.

W. T. Christian—appointed national advertising manager, Dean Van Lines, Long Beach, Calif.

Lou Creekmur—named sales manager, Palmer Moving & Storage Co., Detroit.

—DA—

Allied Re-elects Officers

All officers and Board members were re-elected by Allied Distribution, Inc., at the Annual Meeting last month in Dallas. Officers include: John E. Flynn, Chicago, president; James J. Robertson, New York, vice president; F. D. Bateman, Chicago, secretary-treasurer.

Serving with the officers on the Board of Directors are: R. E. Abernathy, Sr., Dallas; James Finn, Denver; Al Laney, Jacksonville, Fla.; M. A. Buckey, Philadelphia; Herb Clark, Jr., Portland, Ore., and Morris Stern, Kansas City, Mo. It also was announced at the meeting that Allied plans to double its sales staff.

American Chain Re-elects

All officers were re-elected last month at the 47th Annual Meeting of the American Chain of Warehouses, Inc. The meeting was conducted in Dallas in conjunction with the 67th Annual Meeting of the American Warehousemen's Association.

Officers are: S. M. Haslett, Jr., San Francisco, president; John K. Dozier, Houston, vice president; J. C. Miller, Little Falls, N. Y., treasurer, and John W. Terreforte, New York, executive secretary. American Chain members also discussed advertising, sales, and operational plans for the coming year.

(Please Turn Page)

Warehouse Spotlight . . .

(Continued from Preceding Page)

Associated Elects Winters

Associated Warehouses, Inc., elected W. F. Winters, of Buffalo, N. Y., president last month at the 24th Annual Meeting, in Dallas. Other officers are: Wallace C. Strobel, Saginaw, Mich., chairman of the Board; G. W. DuBois, St. Paul, vice president; Dee Hill, Dallas, treasurer, and Clyde E. Phelps, Chicago, executive vice president.

Members of the Board are: Ward Castle, Chicago; H. C. Cockrell, Richmond, Va.; George Lacay, New York; S. J. Lusby, East St. Louis, Ill.; H. M. Overmyer, Toledo; L. H. Rainwater, Jr., Philadelphia; Curtice B. Robertson, Oklahoma City; A. G. Robinson, Houston; Joe Rose, Memphis; Carl F. Vogt, Cincinnati; A. O. Walde, Los Angeles, and F. C. Hubbard, Grand Rapids.

—DA—

"Everday Problems of Interest to the Mover & Warehouseman" will be the theme of the 7th Annual Convention of the Virginia Movers' & Warehousemen's Association. The Convention is scheduled for May 18-20, at the Chamberlin Hotel, Old Point Comfort, Va.

—DA—

DSI Elects D. E. Taylor

The Annual Meeting of Distribution Service, Inc. was held in Dallas on March 8. Sales plans and policies were discussed and formed for the coming year.

D. E. Taylor, of Seattle, was elected president. Other officers named were: Jay Weil, Jr., New Orleans, vice president; H. F. Partridge, Chicago, treasurer, and J. G. Temple, Chicago, secretary.

The Board of Directors includes the above officers and: R. M. Cornwall, Salt Lake City; H. R. Bradshaw, Philadelphia; Glover Funderburk, Dallas; C. W. Drake, Newark, N. J., and Willis Warren, Milwaukee.

AWC Adopts Election Change

Affiliated Warehouse Companies, meeting in Dallas last month, adopted a change in its election procedures for the six-man Advisory Board. To give the Board continuity, it was decided to elect members for two year terms, rotating half of the board each year. The new system will be put into effect Sept. 1, when three members will be elected for one-year terms and three for two-year terms. Thereafter three two-year members will be named each year.

Present board members are: Jack Willis, Birmingham; V. C. Stevens, Dallas; Malcom McConnell, Chicago; Harold Drury, Los Angeles; Rudy Wilhelm, Jr., Portland, Ore., and Sheldon Ackerman, Lima, O. Walter P. Taylor presided at the Dallas meeting and presented his annual report.

—DA—

Barret C. Gilbert has been re-elected president of the Movers' & Warehousemen's Association of Greater New York. Campbell C. Groel, Jr., is new president of the Warehousemen's Association of the Port of New York.

—DA—

Overmyer Names Board

Election of a Board of Directors featured the Fourth Annual Meeting of the D. H. Overmyer Warehouse Sales Co. in Dallas on March 10. New directors are John F. Mercer, Jr., Miami, Fla.; Hanan D. Wedlan, Kansas City, Kan.; John B. Culley, Evansville, Ind.; L. J. Maguire, Omaha, and D. D. Jones, Norfolk. In addition, George F. Kerwin and D. H. Overmyer, president, are members of the Board.

Operations of the organization during the past year were reviewed and plans for the current year were discussed. Plans were approved for increased advertising and more selling activity.

Warehouse Briefs

Expanding Dallas operations of Greyvan Lines, Inc., have been centralized in a new 12,000-sq ft brick building in the Brooks Hollow Industrial District.

The Al Semtner Drug Depot, Dallas, has added 40,000 sq ft of floor space to its present warehouse. Provisions were made for an additional 35,000 sq ft at a later date.

Republic Van & Storage Co. opened a new 6,000-sq ft warehouse in Las Vegas last month. The Las Vegas warehouse becomes one of 20 operated by Republic.

Davidson Transfer & Storage Co. has opened a new warehouse at 3180 V St., NE, in Washington. The new cinder block and brick warehouse is of one-story construction and features palletized handling.

U. S. Van Lines, Inc., has scheduled a regional agency sales meeting for April 26, in Franklin Park, Ill.

Haslett Warehouse Co., San Francisco, is a charter member of the newly formed National Warehouse Receipts System. The 22-company network offers services in three major areas—field warehousing, public warehousing, and drayage.

Oregon Transfer Co., Portland, has broken ground for a new 100,000 sq ft warehouse. The new building, which will be located in the Guild's Lake Industrial Area, is scheduled for completion in September. It will feature an 11-truck dock and an eight-car rail siding.

New Allied Van Lines, Inc., members are The U. S. Transfer Co., North Bend, Ore., and Curry Transfer & Storage Co., Parkersburg, W. Va.

St. Louis National Stockyards Co., National Stock Yards, Ill., has added 55,000 sq ft to its warehouse. The new addition has 14 to 18-ft ceiling heights, and rail and truck facilities.

—DA—

MCA President Names Committee

Virgil E. Freeman, president of the Movers Conference of America, has appointed his 1958 committees. The chairmen are: James R. Jolley, United Van Lines, Inc., public information; Dilworth S. Woolley, Redman Van and Storage Co., tax study; Ralph J. Magnus, Aero Mayflower Transit Co., Inc., safety; William T. Santini, Santini Brothers, Inc., shipper relations; Lucien W. Shaw, Bekins Van Lines, household goods; Russell E. Garrett, John F. Ivory Storage Co., military, and John Gund, Lakewood Storage Co., non-movers competition.

BIRMINGHAM, ALA.

Established 1913

**American Transfer & Warehouse Co., Inc.**

831 N. 19th Street Birmingham 2, Ala.

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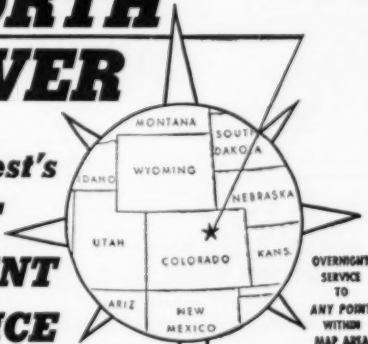
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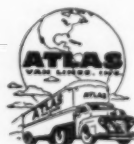
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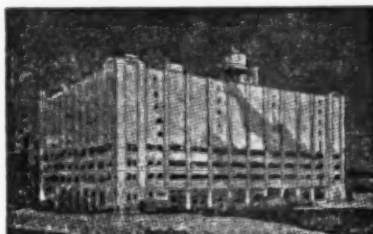
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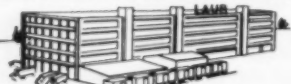
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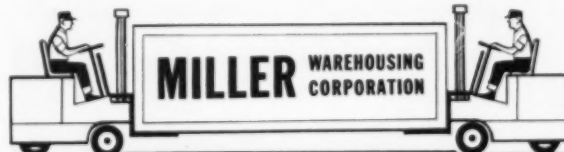
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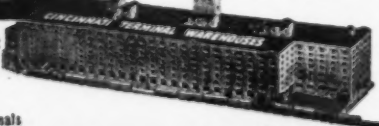
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- ★ Over 800,000 square feet of ideal storage space
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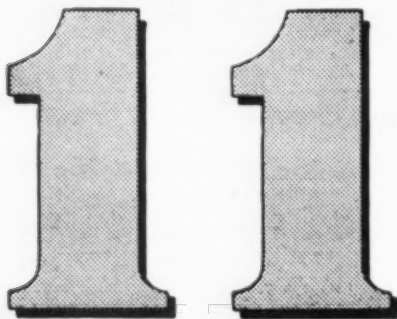
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WAREHOUSING & SAFE DEPOSIT CO.

303 Chestnut Street • Philadelphia 6, Pa. • Tel. LOmbard 3-3893



A Policy . . .

(Continued from Page 66)

this endorsement does not apply to losses occasioned by fire, explosion, collision, overturn, collapse of bridges, floods, theft, or perils of the seas while on ferries.

Property transported under Tariff 53-B or 54-B of the Household Goods Carriers Bureau or similar tariffs written under ICC rate order MC-362 is not insured under this.

4. Endorsement C-2—The coverage under this rider is similar to that provided by C-1 except that it is written on a gross receipts basis. Limits are applied on coverage per vehicle, elsewhere than on vehicle, and per casualty. A predetermined rate is applied to each \$100 of gross receipts.

5. Endorsement C-3—This rider also provides carrier liability insurance. It is written on a gross receipts basis and covers the exposures existing under Tariffs 53-B and 54-B. These are the exposures excluded under C-1.

6. Endorsement D—This affords coverage on accrued charges which have not been paid at the time of the loss. There are limits on charges owed by any one customer and on any one casualty.

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Perils which may cause this type of reduction in income are fire, lightning, smoke, windstorm,

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(Resume Reading on Page 75)



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distribution and
storage worries
in Philadelphia



You'll be amazed how "Terminal" can expedite your distribution in Philadelphia and the rich trading area surrounding it. Here you have not only eight huge, well-managed modern warehouses (over 1,600,000 sq. ft.), but also our big fleet of trucks for fast store-door delivery. Private siding connections with P.R.R. and the Reading, spacious truck docks. Mechanized handling by skilled personnel. U.S. Customs bonded space. Pool-car service. Storage-in-transit privileges. Here are *all* the facilities, services and experience you need for efficient, low-cost distribution in this region. Write us today about your problems and requirements.

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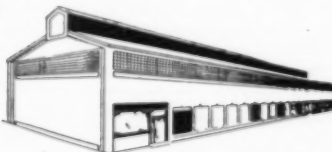
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Daily cartage within 75
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PRR 7 car siding
150,000 sq ft. One floor



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Capacity — Free Switching — All Railroad Connections.

Represented by
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CHICAGO, ILL. NEW YORK, N. Y.

... For ALL Air Freight

(Continued from Page 59)

and delivery fleets, with radio-call trucks roving the cities and suburbs today, are a good example. Such methods no longer can be the exception in handling door-to-door service for air freight. They must become universal.

The same kind of thinking must be applied to paper work and to other problems involving package-

handling and loading operations. Where a machine will do the job, and do it quicker and eliminate a handling operation, it should be found and used. In no other way will it be possible to handle the tremendous volume of air freight that will come to the airlines as soon as they offer a complete service.

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This, and other facts on transloading, will be covered in next month's DA in an article written by Theodore J. Oechsner. Mr. Oechsner is manager of the Consolidating Division, General Traffic Department, U. S. Rubber Co.



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55,000 Santa Fe people
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ready to move your
freight. Call your nearest
Santa Fe agent and have
the longest railroad in
the country go to
work for you.



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with 83" mast, lifts 135"... offers rider-type versatility at walkie-type cost

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Versatility and efficiency can also be greatly increased by using a special attachment for any job with unusual loading, unloading or stacking requirements. This sometimes permits one truck to serve where two or more would be required otherwise. Three of the more popular attachments are shown below but all standard types can be accommodated.

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Transporters can be equipped with all standard attachments

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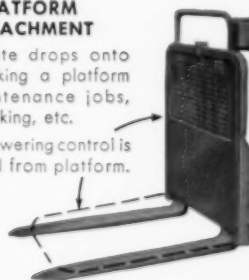
360° REVOLVING PAPER ROLL CLAMP

REVOLVING CARRIAGE

PLATFORM ATTACHMENT

Back plate drops onto forks making a platform for maintenance jobs, order picking, etc.

Ⓐ Lift and lowering control is operated from platform.



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Division of The Yale & Towne Manufacturing Company
115 West 87th Street, Dept. D-8, Chicago 20, Illinois

WORLD'S LARGEST EXCLUSIVE BUILDERS OF ELECTRIC-DRIVEN INDUSTRIAL TRUCKS

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Please mail me the following:

- ☐ Model WST illustrated specifications
- ☐ Full details of lease and budget-purchase plans

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